

E&PApril 14, 1999
\$1.50

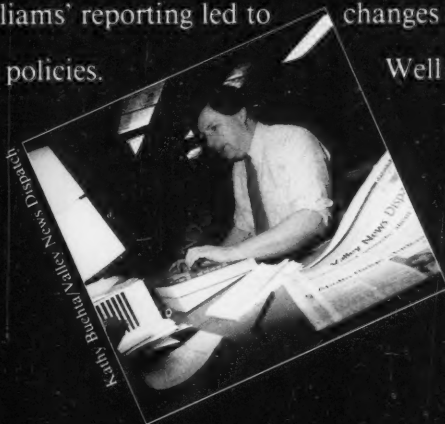
Editor & Publisher

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

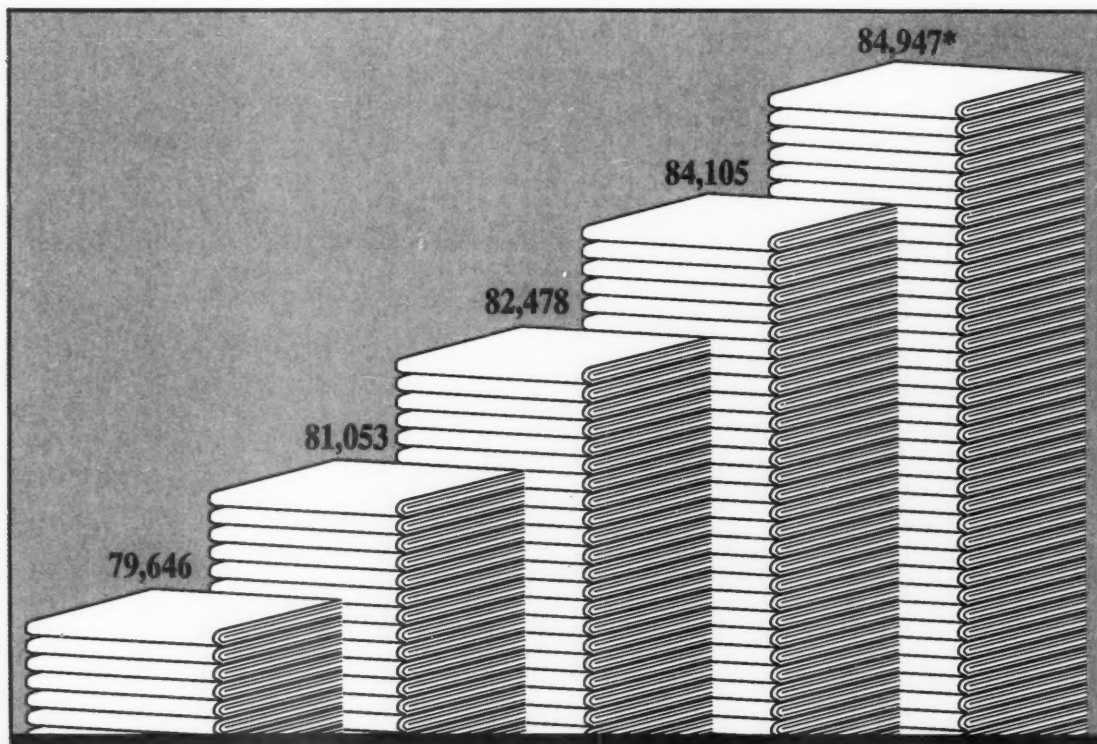
**Lunch with
the president
(See page 9)****Photos of
the year
(See page 12)****Bush and FOIA
(See page 14)****SPJ awards
(See page 15)**

Reporting that makes a difference

After digging through public records for three months, reporter Dave Williams of the Valley News Dispatch at Tarentum, Pa., gave readers the facts on how school districts were being deprived of millions of dollars in uncollected back taxes. He uncovered poor record-keeping and identified public officials, including school board members, who owed back taxes. Williams' reporting led to changes in tax collection policies. Well done.

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2nd Quarter 1989

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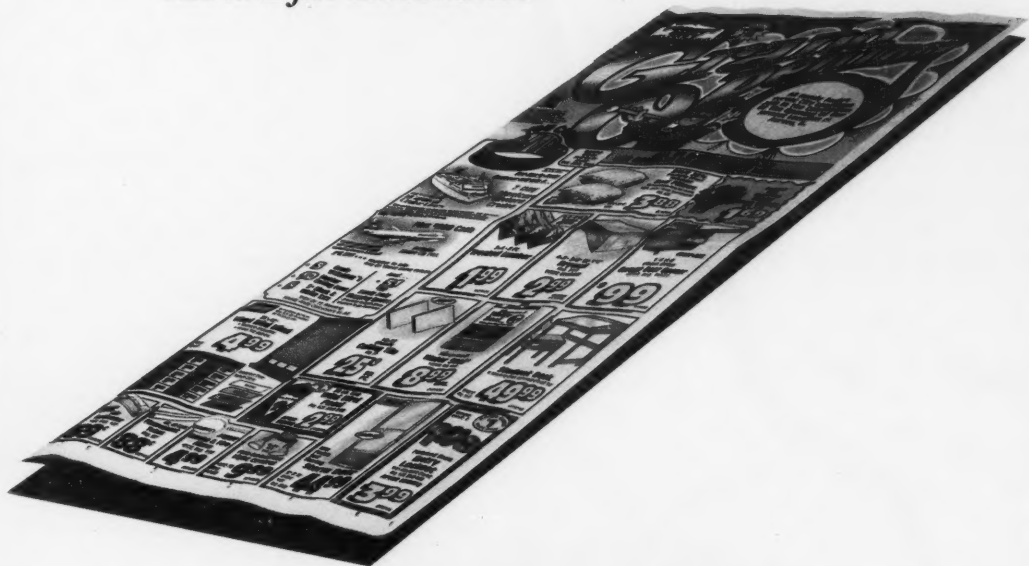
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EDITOR & PUBLISHER CALENDAR OF EVENTS

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5		1	2						
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

APRIL

- 21—"Press Problems of the '90s: A Project Watchdog Debate," Co-sponsored by D.C. Chapter SPJ and the National Press Foundation; National Press Club, Washington, D.C.
- 20-22—Foundation of American Communications, Urban Poverty in the 1990s, Los Angeles Midtown Hilton.
- 21-22—Pictures of the Year Weekend, University of Missouri-Columbia.
- 21-22—Illinois Press Photographers Association, Pictures of the Year Judging and Education Seminar, Columbia College, Chicago.
- 22-25—Newspaper Research Council, Pier 66 Hotel, Fort Lauderdale.
- 22-25—Inter-State Circulation Managers Association, Spring Conference, Vista International Hotel, Pittsburgh.
- 22-27—Knight Center for Specialized Journalism, America by the Numbers, University of Maryland, College of Journalism, College Park.
- 23-25—American Newspaper Publishers Association, Convention, Century Plaza, Los Angeles.
- 25—Sigma Delta Chi Conference, Keeping Secrets: Justice on Trial, Sponsored by the national SPJ and the Association of Trial Lawyers of America, Westin Hotel, Washington, D.C.
- 25-27—The Media and the American Indian, Sponsored by The National Conference of Christians and Jews, Holiday Inn, Sioux Falls, S.D.
- 27—Maine Press Association, Spring Conferences, Bangor Motor Inn Banquet and Conference Center.
- 30-5/2—Newspapers Purchasing Management Association Inc., Annual Conference, Buena Vista Palace Hotel, Lake Buena Vista, Fla.

MAY

- 2—Canadian Daily Newspaper Publishers Association, and Canadian Press Annual Meeting, Hilton International, Toronto.
- 4-5—Communication of Science News and Features, Designed for journalists, editors, scientists, and public relations professionals, Department of Bioengineering, University of Utah, Salt Lake City Marriott Hotel.
- 4-5—Virginia Press Association Old Dominion Advertising Conference, Charlottesville.
- 6-8—Ohio CMA Conference, The Hamiltonian, Hamilton.
- 6-9—Northern States CMA Conference, St. James Hotel, Red Wing, Minn.
- 6-9—New York State CMA Conference, Hilton Hotel, Syracuse.
- 11-13—6th Annual Pittsburgh Photo Conference, Sponsored by the Pittsburgh Press and Scripps Howard, Airport Marriott.
- 20-23—International Newspaper Financial Executives, Spring Management Conference, Hilton Head, S.C.
- 20-23—International Newspaper Marketing Association, 60th Annual Meeting, Fairmont Hotel, New Orleans.
- 20-23—New England Association of Circulation Executives, Sheraton Inn, Sturbridge, Mass.

Seminars/Workshops/Clinics

APRIL

- 20—PNPA Foundation, Pennsylvania Press Institute, Solving Postal Problems for Weeklies, Harrisburg, Pa.
- 21-22—Pennsylvania Press Photographers Association, Convention and Pictures of the Year Competition, Hazelton, Pa.
- 22-5/4—American Press Institute, Executive Editors/Managing Editors/Managing Editors (over 75,000 circulation), Reston, Va.
- 26-27—Inland Press Foundation/Association, Circulation Seminar, Park Ridge, Ill.
- 29-5/2—SNPA Foundation Seminar, Sports Writing, Austin, Texas.
- 29-5/4—American Press Institute, Advertising Executives (over 75,000 circulation), Reston, Va.

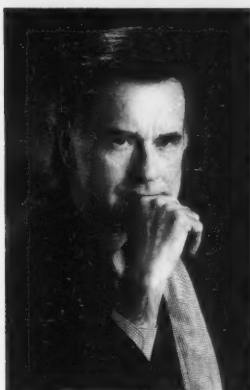
MAY

- 6-9—SNPA Foundation Seminar, Copy Editing and Headline Writing, Asheville, N.C.
- 6-11—The Poynter Institute for Media Studies, Computer Graphics & Illustration, St. Petersburg.
- 6-12—American Press Institute, Feature and Lifestyle Editors, Reston, Va.
- 13-16—The Poynter Institute for Media Studies, Computer Page Design, St. Petersburg.

Vol. 123, No. 15 April 14, 1990 Editor & Publisher, The Fourth Estate (ISSN:0013-094X) is published every Saturday by the Editor & Publisher Co. Editorial and business offices at 11 West 19th Street, New York, N.Y. 10011. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and registered and contents copyrighted 1990 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$45.00 in the United States and possessions, and in Canada. All other \$86.00. No claims for back issues honored after one year.

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A FEW WORDS IN HONOR OF A MAN OF FEW WORDS



*Palm Beach Post
Editorial Cartoonist
Don Wright*

Don Wright has received many journalism awards for his skills as a communicator. Using pen and ink, not to write words but to draw editorial cartoons, Wright illustrates the weighty issues at home — and around the world — and allows readers to draw their own conclusions.

The Palm Beach Post congratulates Don Wright on winning this year's Sigma Delta Chi Award for editorial cartooning.



Don Wright's cartoons are syndicated and appear in hundreds of newspapers and magazines around the world. He has won the Pulitzer Prize for editorial cartooning in 1966 and 1980; the Robert F. Kennedy Journalism Award twice, in 1983 and 1988, for outstanding coverage of the problems of the disadvantaged and the 1989 David Brinkley Award for excellence in the field of communication.

About Awards

Headliner's Club winners. For its coverage of last October's earthquake in California, the *San Jose* (Calif.) *Mercury News* won top honors in the 1990 National Headliner's Club's 56th annual awards competition. The Mercury News received both the Best of Show award and first place in the news reporting category for papers with circulation over 150,000.

A special citation for creating extraordinary local involvement and pride went to the *Fort Worth Star-Telegram* for coverage of the Van Cliburn International Piano Competition.

This year's competition, sponsored by the Press Club of Atlantic City, N.J., drew a record 1,600 entries in categories for newspapers, magazines, syndicates and broadcast outlets. First-place winners in the newspaper and syndicate categories were:

Outstanding news reporting (circulation to 50,000), Eileen Welsome, Mark Taylor, Shonda Novak, the *Albuquerque Tribune*; Outstanding news reporting (circulation 50,000-150,000), the staff of the *Stockton* (Calif.) *Record*; Outstanding news reporting (circulation over 150,000), the San Jose Mercury News staff; Consistently outstanding local interest column, Steve Lopez, the *Philadelphia Inquirer*; Consistently outstanding column on one subject, Jim Dwyer, *New York Newsday*; Consistently outstanding editorial cartoons, Robert Arail, *The State*, Columbia, S.C.; Outstanding spot news photography, Barry Chin, the *Boston Globe*; Outstanding feature photography, April Satl, the *Philadelphia Inquirer*; and Outstanding sports photography, Gregg Ellman, the *Times-Leader*, Wilkes Barre, Pa.

Also: Consistently outstanding sportswriting, Joan Ryan, the *San Francisco Examiner*; Consistently outstanding feature writing, Steve Sternberg, the *Atlanta Journal and Constitution*; Outstanding investigative reporting, an investigative team of the *Arizona Republic*; Outstanding public service, James A. Wallace, the *Seattle Post-Intelligencer*; Outstanding magazine or syndicate coverage of a major news event, John Hall and Steve Goldberg, Media General; Outstanding spot news photography by a syndicate or magazine, anonymous, the Associated Press; Outstanding feature photography by a magazine or syndicate, Jim Mone, AP; Outstanding sports photography by a syndicate or magazine, John Swart, AP.

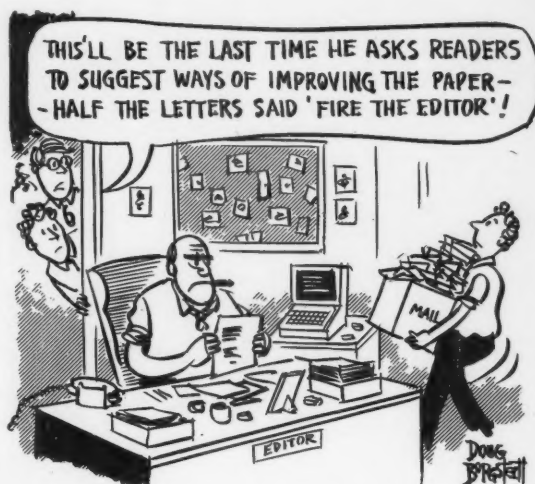
Allergy and Immunology college honors. Janet Filips of *The Oregonian* in Portland was the newspaper winner of \$1,000 in the American College of Allergy and Immunology's 1990 Media Awards. The awards program recognizes excellence in newspaper, magazine and broadcast communications contributing to a better understanding of allergic diseases and asthma.

Medical association cites media achievement. Claudia Morain received the California Medical Association's 1989 Media Achievement Award, which carries a \$2,000 prize, for a three-part series on steroids which ran in the *San Jose Mercury News*.

Other newspaper winners of CMA Media Awards for Excellence in Health Care Reporting, who received \$500 prizes, were: Ellen Robinson-Haynes of the *Sacramento Bee*; Sheri Graves of the *Santa Rosa Press Democrat*; Ann Fairbanks of the *Telegram-Tribune* in San Luis Obispo County; and Leo Smith of *The Tribune* in Oakland for his weekly "Health and Fitness" column.

The 4th Estate

By Doug Borgstedt



About Awards

Newspapers of the year. Seven dailies and two weeklies in New England have been honored as 1990 Newspapers of the Year in their circulation categories by the New England Newspaper Association.

The Newspapers of the Year were: Category 1, dailies 11,999 and under, the *Manchester* (Conn.) *Herald*; Category 2, dailies 12,000-19,999, the *Journal Tribune*, Biddeford/Saco, Maine; Category 3, dailies 20,000-34,999, the *Concord* (N.H.) *Monitor*; Category 4, dailies 35,000-59,999, the *Middlesex News*, Framingham, Mass.; and Category 5, dailies 60,000-150,000, the *Patriot Ledger*, Quincy, Mass.

Also: Category 6, Sundays 49,999 and under, the *Middlesex News*, Framingham, Mass.; Category 7, Sundays/Weekenders 50,000-199,999, the *Patriot Ledger*, Quincy, Mass.; Category 8, Metro 100,000 daily/200,000 Sunday, the *Hartford* (Conn.) *Courant*; Category 9, weeklies 5,000 and under, the *Westfield* (Mass.) *Eagle*; Category 10, weeklies 5,001 and up, the *Old Colony Memorial*, Plymouth, Mass.

Free press honors. Qin Benli, former editor of the *Shanghai World Economic Herald*, and Rick Doyle, managing editor of the *Walla Walla* (Wash.) *Union Bulletin* were the recipients of the 1990 National Press Club Freedom of the Press Awards, presented at a luncheon at the Press Club in Washington, D.C., on Freedom of Information Day, March 16.

Physics writing honored. Jerry E. Bishop, deputy news editor of the *Wall Street Journal*, is the winner of the American Institute of Physics' 1990 Science Writing Award in Physics and Astronomy for Articles, Booklets or Books Intended for the General Public. This is the second time Bishop has won the \$3,000 prize.

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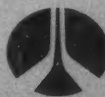


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Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown, President
Ferdinand C. Teubner, Publisher

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Newspapers of the future

Sixty-eight newspaper editors participated on six task forces for the last two years studying the future opportunities and problems confronting newspapers and producing prototypes of what they might look like in the next 10 years. Their detailed report was delivered to ASNE last week with their prototype papers.

The emphasis seemed to be on graphics and color. But we are relieved to note that the importance of covering the news was not overlooked. At the end of its 98-page report it is concluded that "the biggest challenge for small newspapers in the '90s — including both small-town newspapers and suburban newspapers — is to maintain and nurture their valuable local franchise. For people with local ties, local newspapers are a 'must read' on a daily basis." Better coverage and presentation of the news was stressed for all newspapers.

The task force for suburban newspapers underscored these "fundamental conclusions," most of which we believe can be applied generally to all newspapers:

1. Readers want news in their newspapers.
2. Readers want news to be relevant and to focus on them and where they live.
3. Readers do not want their newspapers to ignore what is going on elsewhere in the nation and the world.
4. Readers are not fooled by gimmicks and fancy designs. They will accept them only if they seem relevant to stories, make the newspaper easier to use or make the information easier to grasp. If the gimmicks are self-conscious or the designs radical, readers will reject them for interfering with ease of readership.
5. Readers want practical and useful information that helps them lead their lives. They want tips and advice. As the lifestyles of readers change, editors must produce newspapers that focus on how they live.
6. Readers have a huge pent-up interest in recreation sports. They don't want feature stories about their favorite sports, they want the scores and results of the competitions in which they and their families are involved.
7. Readers, indeed, are busy. Indexes, straightforward and logical designs, clear and concise writing make the newspaper less of a chore for them. However, that alone is not enough reason for readers to see newspapers as essential. Ultimately, the relevance and compelling quality of the content is what will attract and hold readers.

The report of this ASNE committee should be must reading for all editors, as well as their publishers. Newspapers are changing and will continue to change. But it seems apparent that sudden, radical changes should be avoided. Remember *The Saturday Evening Post*.

Minorities program

The ASNE program to increase the number of minority employees in the nation's newsrooms is making slow progress. In addition to convincing more editors to give jobs to minorities, it seems obvious that the committee's work to increase the number of minorities in journalism schools, and to start the teaching of journalism in historically black colleges, is essential to improving the talent pool.

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Microfilm copies of Editor & Publisher are available in 16mm microfilm, 35mm microfilm and 105mm microfiche from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106.

Letters to the Editor

What sunshine?

Apparently there is something foul in the water in Tallahassee. And whatever it is, it must be contagious.

We have the state welfare department thumbing its nose at due process and court decisions and returning foster children to their abusive parents. In two other cases, young children were literally kidnapped by the department from their otherwise normal homes on the say-so of a teacher or two and a caseworker or two.

Now we have the state Legislature wanting to pass a law requiring newspaper editorial writers to sign their work and also to reveal their personal finances.

"Sunshine State"? We're being flimflammed.

AL MATLOCK
Carnegie, Pa.

Explains changes

Your item in the March 17 issue (Page 27) about the *Boston Globe* returning to the "old format for its tv book" is inaccurate.

Following reader disapproval of changes last June, we instituted a reformatted book, with more stories covering television shows, an expanded horizontal grid, added listings for children's television shows, and expanded sports listings.

RICHARD GULLA

(Gulla is public relations director of the *Boston Globe*.)

Says JOA law is 'screwy'

Re: "Screwy laws" editorial (*E&P*, March 10).

You missed mention of a major "screwy law" that affects the press in the U.S. — the Newspaper Preservation Act of 1970 has so many loopholes, no enforcement powers, and such anti-First Amendment implications, it certainly falls under your adjective.

The act should be repealed and Joint Operating Agreements abolished.

W. EDWARD WENDOVER

(Wendover is chair of Citizens for an Independent Press and publisher of *The Community Crier*, Plymouth, Mich.)

EDITOR & PUBLISHER for April 14, 1990

Memories

As I was reading the article in the March 17 *E&P* entitled "Fax is back," my memory went back to 1948.

At that time I was working in the pressroom of the *Miami News* and attending the University of Miami at Coral Gables, Fla., in the evenings. If I got to the university early enough before the first class, I would wander into the student union to kill some time. In the lobby of the building was one of the early fax machines, receiving transmissions from the *Miami Herald*, as mentioned on Page 29 of your story.

It was the only machine I knew of in

the Miami area, although the article mentioned there were 40 to 50 fax receivers in public places at that time.

As I remember, the copy was readable, but not too good — reminds me of what the wirephotos looked like on paper.

I was a student at the university during the 1948 and 1949 school terms, the time frame mentioned in the article.

Thanks for the memory.

JOE WEISSMAN

(Weissman recently retired from the pressroom at the *Detroit Free Press*.)

Wrong number

Joseph Deitch misquoted me in a March 3 article entitled "Art is news."

He quoted me in a reference to freelance critics in San Diego: "... but there is too much going on in art in this city of 40,000..."

I wouldn't even mention this error — San Diego's population exceeds one million — but he attributed this statistic to me.

ROBERT PINCUS

(Pincus is art critic at the *San Diego Union*.)

Corrections

In an *E&P* Newspeople in the News item on March 24, the incorrect new title of William Burleigh of the E.W. Scripps Company was listed.

Burleigh was elected executive vice president of the company in addition to being nominated to serve on the company's board of directors.

* * *

Rowland Rebele's title was incorrectly stated in a March 31 *E&P* story.

Rebele is co-owner of the *Paradise* (Calif.) *Post*. The publisher is James A. Fallbeck.

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Inc. "We can count on better service and ideas that are fresh, innovative and affordable."

William Oliver, Vice President, Communications of TRW, Inc. echoes this thought. "Because we do business around the world, we could go to sources almost anywhere. But we choose to rely on the world-class professional services we get here in Cleveland."

And Cleveland's the first city in the country to have its own federation of professional communications organizations, the Cleveland Communi-

cates Council, actively promoting the city's diverse communication resources.

Take a good look at the new Cleveland. It's one city that's never at a loss for words.

CLEVELAND. The Plain Dealer

Wining and dining with the president

President Bush gets no easy ride during his White House meeting with reporters from smaller papers around the country

By George Garneau

Gary Scharrer knew the pitch he wanted, got it and swung away.

When the Texas-based political reporter for the *El Paso Times* was invited to lunch with President Bush at the White House, his question was ready: Why has the Office of Management and Budget opposed funding to bring running water and sewers to 200,000 people living in squalor along the Mexican border? he demanded of the nation's most powerful officials.

Secretary of Health and Human Services Louis Sullivan did not know. Bush admitted embarrassment for being unfamiliar with the plight of the Las Colonias slums and promised to look into it.

Sharrer had his story.

Unlike the White House press corps, representing broad audiences and national issues, Texas reporter Sharrer stepped to the plate in Washington, hit from a local angle, and scored.

The March 23 session, one of about four a year in which journalists from around the country are invited to the White House, disproved a theory prevalent among the regular White House press corps: that local reporters toss provincial, softball questions at the president.

Chalk one up for the locals.

An after-lunch press conference — the White House press corps was represented by a pool but could not ask questions — yielded two front-page stories the next day in the *Washington Post*, based on Bush's statements on D.C. statehood and funding for the arts.

"Reporters from the hinterland don't often get access to top administration officials," Scharrer said. "This forum is productive because we were able to deal directly with the president and the secretary [of HHS]."

The regional press meetings raise

local reporters to star-for-a-day status, allowing them to interrogate the nation's highest officials. They also generate good will and allow officials to press administration policies to a parochial audience.

"I think it's a very effective way to say, 'We give access to the media,' while doing away with tough questions," said John Nicholls, who is national editor and writes a media column for the *Toledo (Ohio) Blade*. "While giving the image of access, it doesn't necessarily tackle the tough issues of the day."

William Bennett and White House aide Andrew Card, who stood in for national security adviser Brent Scowcroft, delivered short talks and fielded questions.

For citizens who worry about federal spending, relax. Government is taking care of our buildings in grand style. The Indian Treaty Room overflows with historic grandeur, from intricately hand-painted ceilings, to cherubic brass lamps and marble wall panels to decorative ceramic-tile floors.

Next came lunch in the White

After lunch, Bush drawled, "Why don't we all wander down next door and I'll take a few questions?"

Nicholls, a Washington outsider who for a day enjoyed more access to the Bush administration than the *Blade's* entire four-person Washington bureau, suggested that small groups of reporters from one region might sharpen the otherwise diluted focus of questions.

However, the meetings are useful and help combat the "inside the Beltway" mentality that plagues Washington journalism, he said.

After receiving security badges in the morning, the 62 invited newspaper, radio and television reporters were escorted to the Indian Treaty Room, a venue that cast some suspicion about the veracity of what would be said. A press kit emblazoned with the seal of the president contained a beaming color photo of the president and a pamphlet on the Bush presidency and White House history. In case we forgot, even coffee napkins bore the seal.

As television cameras rolled and several reporters took snapshots, Sullivan, U.S. drug policy director

House State Dining Room, similarly elegantly appointed. White House spokesman Marlin Fitzwater and chief of staff John Sununu joined the group for excellent chicken and dumplings with gravy, eggplant, salad and white wine.

After lunch, Bush drawled, "Why don't we all wander down next door and I'll take a few questions?"

The reporters duly followed to the East Room for coffee and questions, as 20 television cameras and the regular White House press took notes and pictures.

Not surprisingly, the local press were amply praised. Sullivan called local outlets "vitaly important" and promptly enlisted reporters to help carry the message: Americans must assume more "personal responsibility" for their health.

Bush, who enjoys a trip outside the Beltway, praised regional news organizations for carrying on a "proud journalistic tradition" before launching into his agenda for aid to Nicaragua

(Continued on page 10)

President

(Continued from page 9)

gua and Panama.

Key quotes of the day:

● "We don't lobby here at the White House. We educate." — Bush aide Andrew Card on congressional relations.

● "The White House is like a black box." — From a card explaining the workings of its 1,500 staffers.

● "The great American change of mind." — Bennett's title for the trend of Americans turning away from drugs.

Reporters had several views of why they were invited from among the hordes of reporters struggling in the

trenches of journalism in cities and hamlets from coast to coast.

"Politics," grunted one political reporter. Another agreed, noting that guests represented media in several important political arenas.

"They invited me," explained Aleida Duran, editor of *Ahora*, a weekly Spanish-language tabloid section in *The Dispatch* of Union City, N.J.

A spokesman for the office of media relations, which organizes the luncheons said, "We try to get a good cross section."

In keeping with protocol, Bush dined next to *Houston Chronicle* columnist Jane Ely, who has covered him since he was Harris County Republican chairman in the 1960s.

While she gleaned no hard news at lunch, the chance to see Bush and

company interact with reporters was worthwhile, she said, because "Part of our job is to give readers a sense of who are arguably the most powerful people in the world. I think that's valuable."

Ely, who has covered Bush with local and national reporters, said he "got no easier ride with this bunch."

In the interests of good journalism, a question about the cost to the taxpayer of these affairs was not immediately answered — something about coming under "a separate account in media relations budget." So much for investigative journalism.

But the experience clearly improves once again that old saw, abhorrent to reporters, something about there being no such thing as a free lunch.

Daily declines Des Moines rape story

Citing 'ugly racial stereotypes,' the Louisville Courier-Journal declines to publish Iowa woman's first-person account

By Mark Fitzgerald

In declining to publish an Iowa woman's celebrated first-person account of her rape, editors at the *Louisville (Ky.) Courier-Journal* said they feared the story would only help perpetuate ugly racial stereotypes.

"We were enthusiastic about [publishing] the story — until we read it," *Courier-Journal* editor David Hawpe said in a telephone interview.

Hawpe said the paper decided not to publish the *Des Moines Register* article by Ames rape victim Nancy Ziegenmeyer — which was offered to chain newspapers by the Gannett News Service — partly because it was not a local story, but mostly because the white woman's account of her rape by a black man told of an "atypical incident" that "reinforces one of the most unfair and untrue stereotypes in our culture."

Rapes of white women by black strangers constitute just 4% of all rapes, authorities say.

Hawpe said he was disturbed not simply that Ziegenmeyer's story involved this kind of rape, but that — even more unusually — the black rapist repeatedly made racial remarks during the attack.

According to the account, for example, he said that he was raping a white woman because his own sister

had been raped by a white man.

"So it's an atypical rape," Hawpe said of the story, "and yet it is the kind of incident that reinforces one of the cruelest and deepest stereotypes in our culture, that is to say the predatory black man raping to wreak racial vengeance," he said.

"We felt we should not be open to the accusation that we had to go all the way to Des Moines to find a rape that was out of the ordinary," she said.

Managing editor Irene Nolan said the paper was also concerned, given the nature of the rape, about using an account from a state so far from Kentucky.

"We felt we should not be open to the accusation that we had to go all the way to Des Moines to find a rape that was out of the ordinary," she said.

Nolan and Hawpe said the paper is working with Louisville's Rape Relief Center to find women who are willing to tell their own stories on the record.

If one of those stories turns out to be of a white woman raped by a black stranger, Hawpe said, "I'm not afraid to put that in."

The *Courier-Journal* was criticized

by Gannett News Service columnist DeWayne Wickham for not running the *Register* series.

"Allowing rape victims — who are willing — to make public their stories can be a painful, but healthy, catharsis for them. It also can help many men understand how seriously women

are wounded by this crime. In the process, a lot of stereotypes will be trampled. Once exposed to the ugly details, few people will see rape as anything other than an act of physical violence," Wickham wrote.

Wickham, who is black, said the races of the rapist and victim were of "no special significance."

"I think what Bobby Lee Smith [the rapist] did to Nancy Ziegenmeyer had nothing to do with race and everything to do with the brutal physical abuse we call rape," he wrote.

Hawpe said he simply could not accept Wickham's argument, which he said was "sort of superficial."

"There is nothing that relieves the stereotype of the predatory black man

(Continued on page 37)

All-white newsrooms remain all-white.

Latest ASNE survey shows that minorities have made little progress in their quest for jobs at U.S. newspapers

By George Garneau

All-white newsrooms remained all white, as comparatively few journalists of African, Hispanic, Asian and Native American ancestry gained jobs at U.S. daily newspapers last year.

Three hundred more minorities have full-time newsroom jobs this year, up 0.3% from a year ago, according to this year's survey by the American Society of Newspaper Editors. Most of the 4,500 minorities are reporters, the survey said.

The increase, the same as in the last two years, came as total newsroom employment grew by 700, to 56,200 reporters, copy editors, photographers, graphic artists and editors.

The number of minority newsroom managers increased 0.1%, or about 56 jobs, giving minorities a 4.6% share of newsroom management. While 21% of white journalists manage, 14% of minorities do.

Still, 54% of the nation's approximately 1,500 dailies employ no minority journalists — unchanged since last year. Only one in five papers under 10,000 circulation employs any minority journalists.

Minority newsroom employment has risen from 3.9% in 1978 to 7.8% this year, as tracked by ASNE's annual survey.

Outgoing ASNE president Loren Ghiglione, editor of *The News* in Southbridge, Mass., said last year's 0.3% growth in newsroom minorities probably represented a decrease, compared with the estimated 0.5% increase in the number of minorities in the U.S. population.

But he added, "In these tough economic times, perhaps any increase in the percentage of people of color should be applauded."

Mervin Aubespain, ASNE minorities committee chairman and associate editor of the *Louisville* (Ky.) *Courier-Journal*, said the results were "embarrassing for our industry, which prides itself on putting the spotlight on the ills of society. Newspapers' survival depends on serving a changing constituency, and minority journalists are essential to that effort."

The latest figures place ASNE's

goal — making newsroom employment reflect the diversity of U.S. population by the year 2000 — even further from reach. Since the goal was established in 1978, minorities have been growing faster than whites and by 2000 could make up 25% of the population.

The survey was based on responses from 1,027 newspapers, but results were adjusted to reflect 1,576 dailies. Because of procedures, survey figures overstate minority employment by 0.3%.

For the first time since it was established in 1978, the survey allowed papers to waive confidentiality. Better than half chose to go unnamed, but 47%, or 46%, went public with their names and minority employment numbers. Not surprisingly, papers opting for confidentiality employed proportionally fewer minority journalists.

But he added, "In these tough economic times, perhaps any increase in the percentage of people of color should be applauded."

Of those who went public, *USA Today* ranked highest with 18.5% minorities. The *New York Times* came in at 11.8%; *New York Daily News*, 16%; *Washington Post*, 16.2%; *Los Angeles Times*, 12.65%.

Editors give many explanations.

"It's difficult to find people and even more difficult to keep them," said William Deibler, managing editor of the *Pittsburgh* (Pa.) *Post-Gazette*, which was listed as employing 7.2% minorities, despite putting a "very high priority" on it — participation in job fairs and a minority affairs committee.

Hiring freezes during a sluggish advertising year and "raiding" by larger papers were most often cited. Low pay is a problem attracting minorities into smaller papers.

"One of the problems is the shrinking pool of minority candidates," Deibler said.

Other survey findings included:

- Most minority journalists are reporters, with 16% copy editors and

14% photographers and artists.

- New hires at entry-level jobs were 19% minorities, 1% above last year.

- Minority journalists include 2,372 African-Americans (4.1% of the national newsroom work force), 1,226 Hispanics (2.1%), 715 Asian-Americans (1.3%) and 153 Native Americans (0.3%).

- Three-fifths of minority newspaper journalists work for papers over 100,000 circulation.

Meanwhile, the National Association of Black Journalists announced its annual survey showing 93% of newspapers have no African-Americans working in newsroom management. Other findings showed 289 blacks in management, including seven publishers, four editors and two executive editors among 46 key management jobs.

The National Association of His-

panic Journalists was set to release its annual survey April 11 at its convention in San Francisco. It shows Hispanics account for 2.8% of journalists at 56 of the nation's biggest newspapers — slightly higher than ASNE's national average of 2.1% Hispanics.

Former Washington Post reporter Zita Arocha, who did the survey, said a 20-newspaper survey showed an increase in Hispanic newspaper journalists "so small it's not worth talking about. Papers are going to have to be a lot more aggressive in the future, especially where they have minority readers."

Another ASNE survey showed campus papers at accredited journalism schools had staffs with nearly 17% minorities, though few manage.

The study of 90 colleges shows "that at the very best journalism schools, there is a wide disparity between the number of minority students who dip a toe in the pool, and

(Continued on page 37)

Pictures of the Year

Carol Guzy of the Washington Post becomes the first woman to win the NPPA/U. of Missouri-Columbia Photographer of the Year award

Carol Guzy of the *Washington Post* has been named the Newspaper Photographer of the Year in the 47th annual Pictures of the Year competition.

Guzy is the first woman to win the honor in the contest co-sponsored by the National Press Photographers Association and the University of Missouri-Columbia School of Journalism. Grants were provided by Canon U.S.A. Inc. and the Professional Photography Division Eastman Kodak Co.

The Canon Photo Essay Award went to Stormi Greener of the *Star Tribune: Newspaper of the Twin Cities* for "Cycle of Abuse." The Kodak Crystal Eagle Award went to Alon Reininger of Contact Press Images for "AIDS."

This year's judges were Jocelyn Benazkin, director of J.B. Pictures in New York; Lois Bernstein, staff photographer for the *Sacramento Bee*; Don Doll, S.J. Professor in the fine and performing arts department at Creighton University; Michel duCille, picture editor for the *Washington Post*; Richard Murphy, photo editor for the *Anchorage Daily News*; Natalie Fobes, a free-lance photographer; Gene Foreman, managing editor of the *Philadelphia Inquirer*; William Luster, staff photographer at the *Courier-Journal* in Louisville, Ky.; Cheryl Magazine, senior photo editor at *U.S. News & World Report*; Larry Nighswander, illustrations editor for *World*, a publication of the National Geographic Society; and Dieter Steiner, bureau chief for *Stern* in New York.

Individual first-place award winners in the newspaper division were:

Spot News, Les Stone, Reuters/Sygma, "Panama Election"; General News (tie), Michael Schwarz, the *Atlanta Journal and Constitution*, "When AIDS Comes Home,"



This photo, entitled "At the Ballet," brought the first-place award for Portrait/Personality to Pat Greenhouse of *The Tribune* in Oakland, Calif. Pictured is Alice Cushman, a 39-year employee of the San Francisco Ballet, resting from her duties as doorman's assistant after most of the patrons have been seated.



Winning first place for General News, *Atlanta Journal and Constitution's* Michael Schwarz captured the last moments of Tom Fox's life in "When AIDS Comes Home." Fox, who battled AIDS for two years, is shown surrounded by his family just after he had been removed from a life-support system.

and Angela C. Pancrazio, *The Tribune* of Oakland, Calif., "A Community Mourns Earthquake Dead"; Portrait/Personality, Pat Greenhouse, *The Tribune* of Oakland, Calif., "At the Ballet"; Pictorial, Nadia Borowski, the *Orange County Register*, "Kremlin Gate"; Food Illustration, Kevin Clark, the *Journal-American* of Bellevue, Wash., "Peppers"; Feature Picture, Chris Usher, the *Orlando Sentinel*, "Courthouse Wedding"; Sports Action, Ste-



First place in the Feature Picture category went to Chris Usher of the *Orlando Sentinel* for "Courthouse Wedding," which shows 11-year-old best man Joseph McCarthy looking on as his mother kisses her new husband after their brief ceremony.



Two photos from the portfolio of Photographer of the Year Carol Guzy of the Washington Post. An image from the picture story "Tearing It Down" (left) shows a young boy from Devin village giving the sign of victory on top of an abandoned guard tower near the dismantled Iron Curtain. A shot from the picture story "Cinderella Story" (right) shows Val and Robert Gaines arriving at the Clean Air Inaugural Ball in Washington, D.C.; the couple and their children were homeless until Val found a job with a senator who invited his staff to the ball, with donations for haircuts, manicures and clothing allowing them one magic night.

phan Savoia, the *State Times & Morning Advocate* of Baton Rouge, La., "Javelin"; and Sports Feature, Rollin Banderob, the *Clovis Independent/Record Searchlight* of Redding, Calif., "Close Decision."

Also: Fashion Illustration, Michael Bryant, the *Philadelphia Inquirer*, "Training Bra"; News Picture Story, David C. Turnley, the *Detroit Free Press/Black Star*, "Romanian Revolution"; Feature Picture Story, April Saul, the *Philadelphia Inquirer*, "Remarried . . . With Children"; Sports Portfolio, Vince Musi, the *Pittsburgh Press*; and One Week's Work, Melissa Farlow, the *Pittsburgh Press*.

First-state newspaper winners in the editing division were:

Newspaper Picture Editing/Team, the *Sacramento Bee*; Newspaper Picture Editing/Individual, Mike Davis, the *Albuquerque Tribune*; News Story — Newspaper/Magazine, Tim Cochran, the *Virginian-Pilot/Ledger-Star* of

Norfolk, "Virginia Beach Riot"; Feature Story — Newspaper, Mike Davis, the *Albuquerque Tribune*, "The Grand Voyage"; Feature Story — Magazine, J. Bruce Baumann, the *Pittsburgh Press*, "Forge of Discipline"; and Sports Story — Newspaper/Magazine, Kathy Ryan, the *New York Times Magazine*, "Cliff Hanger."

Also: Newspaper Editing — Series or Special Section, David Peterson, the *Des Moines Register*, "Our Homeless"; Newspaper-produced Magazine Picture Editing Award, Bert Fox, Tom Gralish and Gerard Sealy, the *Philadelphia Inquirer*; Best Use of Photos by a Newspaper With Circulation Under 25,000, the *Journal Tribune*, York County, Maine; Best Use of Photos by a Newspaper With Circulation of 25,000 to 150,000, the *Albuquerque Tribune*; Best Use of Photos by a Newspaper With Circulation Over 150,000, the *Virginian-Pilot/Ledger-Star* of Norfolk; and Best Use of Photos by a Newspaper — Zoned Editions, *Community News*, the *Orange County Register*.

ASNE survey: Men dominate the front pages

By George Garneau

The old saying about its being a man's world is still apparent on newspaper front pages, but a bit less so than last year, concludes a survey for the American Society of Newspaper Editors.

The one-month survey counted how often women were portrayed on the front pages of 20 big and small newspapers — in pictures, as sources of news stories and in bylines. It found females write and make news a fraction of the time, but the fraction is growing.

Women were pictured in front-page photos 32% of the time in February — up from 24% in a similar study last year. They were quoted in stories 14% of the time — up from 11% last year. And bylines carried a woman's name 28% of the time, up from 27%.

The *Washington Post* had the most front page women pictured, 42%, and the *Lewiston (Maine) Sun-Journal* the fewest, 19%.

Women played the biggest role as sources in the *Albuquerque (N.M.) Tribune-Journal*, 22%, and the smallest in the *New York Times*, 6%.

Women had the most bylines in the *Tribune-Journal*, 51%, and the fewest in the *Findlay (Ohio) Courier*, none.

So what's the point?

"I am damned if I can see what conclusions should be drawn from your findings," is how *Washington Post* editor Ben Bradlee responded in the report. "The wisdom of the ages appears to cry out for silence."

"I've never understood the value of quantifying such trivia," said Tal Campbell, managing editor of the *Aurora (Ill.) Beacon-News*. "The

conclusion that women are in the news more is perhaps the only valid one from the survey . . ."

ASNE officially drew no conclusions.

"At the *Miami Herald*," its executive editor, Janet Chusmir, wrote, "We aren't happy with the representation of women in our news pages, bylines or supervisory positions. Frankly, no newspaper in this country should be."

Chusmir supported the survey's spirit, but questioned its message, saying, "As long as men — white men — hold most of the keys to power throughout our society, it will be their pictures we see most often on Page One, their comments we read most often in stories, their voices we hear most often from the editorial pages."

Bush would improve FoIA

President tells editors he could support changes that would speed dissemination of government information

By George Garneau

President George Bush said he could support changes to the Freedom of Information Act to speed dissemination of government information to the public.

Asked if he would push to eliminate delays, routinely months long, in releasing information under FoIA, Bush told the American Society of Newspaper Editors convention April 6 in Washington, D.C.: "I'm not sure I know enough about the mechanics of it but, yes, I would be interested if there are things we can do to streamline it and to make it more efficient, because the law was passed to facilitate the distribution of information and, if that's not working, I think we should take a look at it."

Many editors at ASNE "believe that FoIA simply does not work," Dayton (Ohio) *Daily News* editor Max Jennings told Bush, citing long delays and lawsuits over FoIA requests.

A Society of Professional Journalists study last December said federal agencies "routinely violate the law and will of Congress by denying and delaying requests for government records."

Their failure to comply with 10-day disclosure rules delays the release of information to the public and discourages use of the law, SPJ said.

"I'm delighted to know the president has a positive attitude toward FoIA," said Paul McMasters, SPJ's freedom of information committee chairman and *USA Today* deputy editorial director. "If we can get that attitude to trickle down through all federal agencies, the public will be

much better served than it is now."

Congress is considering at least two approaches for improving the flow of information. Rep. Gerald Kleczka's (D-Wisc.) bill, the Freedom of Information Public Improvements Act, would apply FoIA to electronically stored information. The Paperwork Reduction Act, with versions in both houses, includes many electronically stored government records as public records.

McMasters said Bush could dramatically improve government openness simply "by sending a strong message to his cabinet and agency heads to make handling of FoIA requests a priority."

ceived for covering military operations but which arrived too late to witness U.S. soldiers invading Panama last December.

"I think we should have some discussions," Bush said, "and I think for those who were in the press pool and felt that they weren't given access, we certainly ought to go the extra mile and see that they get access when they get there. When you're involved in a combat situation, I don't need to tell people in this room there are constraints."

Bush, hinting the press may not be trustworthy with lives at stake, said when he notified Congress at the time of the invasion, one member had

"If we can get that attitude to trickle down through all federal agencies, the public will be much better served than it is now."

He planned to send the president a copy of the report and a letter urging him to temper his administration's secrecy: over the last year it has classified more than 6.7 million documents, many simply to be used as leaks or to hide embarrassments, McMasters said.

Sometimes FoIA is used to avoid disclosure, reporters said in the report. Delays, sometimes over a year, were the most frequent complaints, while poor training of FoIA officials was said to contribute to contradictory handling of requests.

In other press-related matters, Bush called for talks on the national press pool, which the Pentagon con-

already been contacted by a reporter who had been notified by a colleague in the pool.

No assurances

Earlier in the convention, Defense Secretary Dick Cheney refused to reassure editors the pool would get timely access to U.S. military action. A Pentagon report criticized Cheney for being overly secretive in deciding to deploy the Washington-based pool too late to see the invasion.

Bush said he expected Cheney would be receptive to discussions on the pool and offered presidential spokesman Marlin Fitzwater for discussions.

(Continued on page 37)

Attention ANPA/TEC exhibitors

Exhibitors at ANPA/TEC 90 in Las Vegas are reminded to return completed forms with information about their exhibits for FREE inclusion in a special planning pullout section in the May 19 issue of *E&P*.

If you have received a form and haven't mailed it, fax it to us NOW at 212-929-1259. If you need a form, call

Jim Rosenberg TODAY at (212) 675-4380.

* * *

Deadline for inclusion was April 9, but FAX REPLIES are still being accepted. If your form is not in soon, readers now planning their time at the show won't know who you are, where to find you or what you're showing.

Downhold reunion

Former United Press, United Press International and Acme staffers are planning a Downhold Club reunion in New York City April 27.

Those interested in attending can contact the Downhold Club. Attn: Fred Ferguson, Suite 600, 450 Park Avenue South, New York, N.Y. 10016. Deadline for reservations is April 20.

SPJ winners

Sigma Delta Chi Distinguished Service Awards announced

The Society of Professional Journalists recently announced the winners of its Sigma Delta Chi Awards for journalistic excellence in print and broadcast in 1989.

The Sigma Delta Chi Distinguished Service Awards, which carry the original name of the Society, were judged by journalists throughout the country, assisted by non-journalists who helped evaluate entries in public service categories.

The winners are slated to receive plaques and bronze medallions during a May 5 banquet in Tulsa, Okla., and they are scheduled to participate in a one-day series of workshops in Tulsa to discuss how they put together their winning stories and projects.

Newspaper winners of the 1989 SDX awards are:

Deadline reporting: The staff of the *San Francisco Examiner* for its coverage of the Oct. 17 earthquake that caused heavy damage in San Francisco and nearby communities. Not only did the judges note the coverage was the best of a handful of entries from newspapers covering the disaster, but they also noted the special edition was put together without electricity and with only five telephone lines operating.

Non-deadline reporting: Tom Hallman Jr., Dave Hogan, Holley Gilbert, Julie Tripp, Fred Leeson and James Long of *The Oregonian* in Portland for "Overdose," a 12-part series on the corrosive impact of drugs on the city that took the team six months to prepare.

Investigative reporting: Bob Paynter, Keith McKnight and Andrew Zajac of the *Akron (Ohio) Beacon Journal* for a long-running series of exposés on Ohio House Speaker Vernal G. Riffe Jr., considered by many the most powerful politician in the state.

Feature writing: Tom Archdeacon of the *Dayton (Ohio) Daily News* for "Brother's don't die tomorrow," an account of how Mike, who was 13, was accidentally killed by his best friend, who was playing with a semi-automatic handgun. Although the friend had removed the ammunition clip, he did not realize there was still a bullet in the chamber when he playfully pointed the gun at Mike and

squeezed the trigger. The story is told mostly through the eyes of Jason, Mike's younger brother.

Editorial writing: Lawrence Levy of *Newsday* for "Killer Taxes," a series of editorials on Long Island's economic problems that Levy spent more than six months researching and writing. Not only did Levy analyze the heavy tax burden borne by Long Island residents, but he also analyzed the area's economic woes and presented a plan to remedy the situation.

Washington correspondence: Bill Lambrecht of the *St. Louis Post-Dispatch* for "Trashing the Earth," which confirmed the hypothesis that many countries receiving toxic waste materials through the global waste trade were ill-equipped to handle them, and which discovered that victims of the waste trade were generally poor people in developing nations.

Foreign correspondence: Nora Boustany of the *Washington Post* for her coverage of the war in Lebanon and of the underlying struggle fought by common people trying to lead normal lives in uncommonly dangerous times.

Public service in newspaper journalism (circulation greater than 100,000): The *Lexington (Ky.) Herald-Leader* for "Cheating the Children," an examination of the politics of education in the state. The newspaper reported that nearly \$15-billion worth of property was not being taxed, often for political reasons; that children in poor areas went door-to-door to raise money for essential supplies for their schools; that nepotism was widespread in the state school system; and that teachers in some districts worked in an atmosphere of political favoritism and reprisal. The series prompted legislative hearings and calls for reform from legislators and garnered more than 1,400 letters from readers.

Public service in newspaper journalism (circulation less than 100,000): A tie. The *Washington (N.C.) Daily News*, which broke, on deadline, a story of carcinogens in the city's water supply, and then followed it up with stories showing that city officials had known for years of the presence of dangerous chemicals in the water and had not warned the public. And

the *Patriot Ledger* of Quincy, Mass., for its 12-day series on the influx of Asian immigrants into the community, which, according to the paper, had a reputation for racism.

Magazine reporting: The *Boston Globe Magazine* for a two-article series called "The Most Desolate Place" about the Oglala Sioux of the Pine Ridge Reservation in South Dakota.

Photography: Patrick Davidson of the *Albuquerque Tribune* for photographs accompanying "A Price on Their Heads," a series investigating the threat to wildlife from a new class of entrepreneurs spurred by the booming demand for elk products.

Editorial cartooning: Don Wright of the *Palm Beach (Fla.) Post*, who was cited for his cartoon portraying the Supreme Court in the guise of a baby-delivering stork. In this case, the stork, dressed in judicial robes, is delivering coat hangers.

Research about journalism: Gregory Gordon and Ronald E. Cohen for their book, *Down to the Wire: UPI's Fight for Survival*, about the struggles of the wire service. Gordon, a Washington-based investigative reporter for the *Detroit News*, and Cohen, executive editor of Gannett News Service, are former UPI staffers.

Donation to fund minority programs

The Knight Foundation has donated \$25,000 to establish scholarships and internships for minorities in Penn State's School of Communications.

The donation was presented by James A. Moss, publisher of Knight-Ridder's *Centre Daily Times* in State College, to Patrick Evans, a journalism student and president of the Penn State Association of Black Journalists, during an on-campus ceremony.

Daily goes weekly

The *South Dade News Leader* of Homestead, Fla., planned to cease daily publication March 30 and cut back to one weekly edition with only local news.

New press challenge in Poland

Now that the battle for press freedom has been won, Polish newspapers face a new threat — possible takeover by Western press barons

In his fight for the Polish free press, Krzysztof Sliwinski published underground papers during martial law and endured months in prison before becoming senior editor of the pro-Solidarity daily *Gazeta Wyborcza*.

Now that Poland has a non-Communist democracy, however, Sliwinski faces perhaps his most fearful threat: press lords Robert Maxwell and Rupert Murdoch.

Eastern Europe, *Gazeta Wyborcza* is a tempting target.

"The most important asset of *Gazeta Wyborcza* is our independence," Sliwinski said.

At the same time, however, Sliwinski acknowledges that the financially struggling newspaper needs all the help it can get.

Partnerships giving some Western organization perhaps a 20% share in

February, Munteanu headed state television — an experience that appears to have left him profoundly pessimistic about the future of a free press in the country.

In fact, he emphasized again and again, Munteanu believes the revolution has failed utterly to establish a free press.

"There is a free press in the sense that there is a complete abolition of censorship in Romania," he said.

"But [news organizations] don't know what the free press really means because they were used for propagandizing for more than 40 years. They don't know how to do anything but propaganda. They can do nothing but express opinions," he continued.

"All the Romanian press is full of opinions — they don't provide news. We have hundreds of newspapers — but you can't find out what is happening in Romania in any of the newspapers. They don't know how to collect the news, they don't know how to write it and put it into a newspaper," Munteanu said.

Similarly, Munteanu lamented that his tv journalists were incapable for more than two months of following his first command: Collect the news.

His assessment of the news media was of a piece with his doleful view of his country's future.

"Romanians," Munteanu said, "are fearing everything, not trusting any aspiration, morose people who are looking into the future with confidence lost completely."

Sliwinski said the newspaper is "listening to Western lawyers now" on how to prevent being taken over by Maxwell's or Murdoch's organizations.

Both publishers have made overtures to *Gazeta Wyborcza* — and its journalists are scared.

"Our label, our name, is so important — and attached to Maxwell, well, it would go down," Sliwinski said, swooping his hands downward during a recent interview with *E&P* in Evanston, Ill.

Sliwinski said the newspaper is "listening to Western lawyers now" on how to prevent being taken over by Maxwell's or Murdoch's organizations.

Both chain publishers already have interests in newspapers published in Hungary, and they have made no secret of their ambition to expand their empire into the newly independent Eastern European countries.

As the first independent daily in

the newspaper is among the options *Gazeta Wyborcza* is considering, he said.

Sliwinski praised the continuing contributions to the newspaper by American press groups and individual journalists.

"We could not survive without Western aid," he said.

Sliwinski spoke during a break at a seminar for journalists about the Eastern European situation. The conference was sponsored by Northwestern University's Medill School of Journalism and the International Press Institute.

Among the speakers was the newly appointed Romanian ambassador to the United Nations, Aurl Dragos Munteanu.

From the start of the bloody Romanian revolution last Nov. 22 until this

Editors advice to future journalists:

Take more non-journalism courses

Newspaper editors generally support the mix of courses taught in journalism schools, but want future journalists to take more non-journalism courses, a survey says.

Editors responding to the American Society of Newspaper Editors' survey gave journalism schools low grades for teaching what editors want most: spelling, writing, grammar.

Half of the 381 editors said they

don't care whether or not applicants have J-school or liberal arts degrees.

The findings came in a 36-page report, released at ASNE's annual convention in Washington, D.C.

Nearly three out of four editors preferred J-school grads who had taken more classes in liberal arts and sciences. Only about one in four wanted more journalism courses.

Editors assessing job applicants put

heaviest weight on language skills, but are often unsatisfied.

Editors ranked ethics courses high in usefulness and mass communications courses low.

More than nine out of 10 editors suggested J-schools might improve by hiring more media professionals.

— George Garneau

Editor & Publisher

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AFFIX
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Born-again media in the Soviet Union

Soviet official talks about the journalistic overhaul there

By M.L. Stein

The dramatic changes in the Soviet Union brought about by perestroika enabled "born-again" media to become leading instruments for change in the country, a top Russian diplomat told a journalism alumni group in San Diego.

Valentin Kamenev, the Soviet consul general in San Francisco and a former journalist himself, said that perestroika, which signified a series of economic, political and intellectual reforms, called for "practically a complete overhaul of the forms and methods of a journalist's work."

This has speeded the process of glasnost, or openness, in the Soviet Union, he continued in an address at a recent panel, "Understanding the New Russia," sponsored by the Southern California chapter of the University of Missouri's School of Journalism Alumni Association.

Also on the panel was Herbert Klein, editor in chief of Copley Newspapers.

At one time, Kamenev stated, "our news services were notable for glorifying and bombastic reports about so-called production successes that often proved imaginary."

A joke circulating in the Soviet Union, he recalled, was that "in order to implement the food program one needs only to plug a refrigerator into a television set.

"We are now sensitive to the so-called ills of society," the speaker said. "The Soviet media people are, in a sense, born again."

The changes, he continued, have meant that society now demands of Soviet journalists a higher level of professionalism and political responsibility "based on a clear understanding of the effect of the word and of the possible political consequences of a report."

That responsibility, he made clear, extends to his country's "interethnic conflicts," noting that "an irresponsible word can be like pouring fuel on a flame."

Glasnost, according to Kamenev, also challenged news organizations to abandon stereotyping of Western nations and to renounce simplistic evaluations.



Russian tv cameraman films an interview of Herb Klein (left), editor in chief of Copley Newspapers, by Kirill Shishkian, producer of Leningrad's main tv news show, "600 Seconds." The interview took place at a University of Missouri-sponsored seminar in San Diego. The man in the middle is an interpreter.

Photo by M.L. Stein

"Soviet audiences and readers justly demand a profound and comprehensive analysis of processes taking place in Western countries," he explained. "They want to know how people live outside the Soviet Union, what problems are uppermost in their minds, and what they think of this or that issue.

"The life of any country is multi-dimensional, many-faceted and multi-colored. Journalists have no right to use only black and white in describing it."

By the same token, the consul general pointed out, life in the Soviet Union and other socialist countries has changed so greatly in recent years that it no longer "fits into the customary Western stereotype."

To illustrate the new Soviet journalism, Kamenev, the second-highest Soviet official in America, quoted from a letter from Moscow Associated Press bureau chief Michael Putzel to an official of Tass, the Soviet news service, congratulating Tass for its "excellent coverage" of the revolution in Romania.

Putzel, Kamenev reported, noted that international news agencies, including AP, had limited access to the scene, making Tass reports AP's major source of information about developments in Romania.

Hailing the concept of more freedom of information around the world, Kamenev said both the U.S. and Soviet Union should open up more of their land to diplomats and journalists.

He cited numerous areas in the U.S. that are off-limits to Soviet citizens and acknowledged that his nation has similar restrictions on travel for Americans.

In fact, Kamenev and his entourage, which included a Soviet television crew, had to get special State Department permission to attend the San Diego event.

Klein agreed with him that both countries should ease travel limits.

"This is an opportune time for journalists to establish lasting understanding between the peoples of the two countries," he declared, adding

(Continued on page 37)

LEGAL BRIEFS

Local tv station sues newspaper

A local television station has filed a \$4-million libel suit against the *Monterey (Calif.) Herald* for statements made by one of its columnists.

In his Jan. 11 "My Bag" column, Gerald Fitzpatrick quoted from an alleged letter from CBS to KMST-TV that the Monterey station ranked lowest among CBS affiliates in the country, and that CBS and the Disney family, which owns the outlet, were not pleased with the ranking.

The Herald learned later that no such letter existed and printed two retractions on Jan. 25 — one in Fitzpatrick's column and the other in the paper's "Corrections and Clarifications" section on Page 2.

Fitzpatrick, a retired Herald reporter who writes a once-a-week column, said in his apology: "I now accept the fact that no such letter from CBS to the station exists or was ever sent. I sincerely regret the error and any embarrassment it may have caused the station."

This did not satisfy KMST, which is suing for \$2 million in general damages and \$2 million in punitive damages.

The station's attorney, Bob Rosenthal, said the retractions were "legally insufficient."

Herald editor Reginald Henry told *E&P* that Fitzpatrick "basically thought the information he had received was true. We apologized twice. I don't know what more we could have done."

Henry added that the suit will be "vigorously defended."

According to Henry, Fitzpatrick's column is "entertaining and very popular in the community."

Vance copyright suit against NAB settled out of court

The copyright infringement lawsuit brought by Kitty Vance against the Newspaper Advertising Bureau has been settled out of court.

According to a joint statement, the suit was "resolved by the parties' mutual agreement."

Vance, former vice president/telemarketing at the NAB, filed suit last fall charging the Bureau with using training materials she developed and copyrighted prior to joining the Ad

Bureau and that the Bureau was engaging in unfair trade practice and was guilty of defamation. The suit sought at least \$155,000 in actual and punitive damages. (*E&P*, Oct. 14, 1989, P. 24.)

The Bureau at the time denied the charges, maintaining the manual was written by Vance and other Bureau staffers while Vance was employed by the NAB. The Ad Bureau further maintained that Vance had "abandoned and/or forfeited all copyright rights in and to the training manual by virtue of allowing it to be published and distributed to NAB's clients for a period in excess of three years without making any claim to possessing a copyright therein and without placing any notice of copyright thereon." (*E&P*, Nov. 25, 1989, P. 24.)

However, according to the joint statement, "After further investigation, NAB acknowledges that the copyright registration filed by Ms. Vance on Aug. 22, 1989, on the manual titled 'Telephone Sales New Business Development Program' (or 'Telemarketing Workshop/New Business Development') is valid and that Ms. Vance is the sole author of the manual.

"Ms. Vance agrees that no liability of any kind will be incurred for any prior actions by any newspaper which has obtained copies of such manual from the Newspaper Advertising Bureau prior to the settlement date [March 27].

"The Newspaper Advertising Bureau will continue to offer its staff training programs on building new business with telemarketing but will produce new printed workshop materials.

"Ms. Vance will continue to use her 'Telephone Sales New Business Development Program' manual in her training programs offered to newspapers."

Both Vance and NAB president Craig Standen declined comment beyond the released statement.

Libel suit by group is dismissed, but one teacher's is not

A federal judge on March 17 dismissed a libel suit a group of teachers at an eastern Kentucky high school had filed against the Associated Press and five newspapers.

But U.S. District Judge Karl Forester denied requests for dismissal of a related defamation lawsuit against the

news service and one of the newspapers, brought by a teacher named in a 1988 AP article.

John H. O'Brien, principal of Phelps High School, and 28 faculty members contended the AP story about a parents meeting defamed them and permanently damaged their reputations.

Teacher Gary R. Hunt filed a separate suit in which he claimed the story and expanded version in the *Williamson (W. Va.) Daily News* defamed his reputation and violated his right to privacy.

Forester acted on a report filed in early February by U.S. Magistrate Joseph Hood. In his report, Hood said the teachers failed to prove their claims of being libeled as a group.

Forester also adopted Hood's recommendation that the newspapers that printed only the AP story be removed from the Hunt case. Hood said the editors had no reason to suspect the article was "anything other than an accurate account of a public meeting and remarks made therein."

Dismissed from the Hunt suit were the *Courier-Journal* of Louisville, the *Lexington Herald-Leader*, the *Daily Independent* of Ashland and the *Appalachian News-Express* of Pikeville. The AP and the *Williamson Daily News* remain as defendants in the Hunt suit.

— AP

Court says paper should see records

A California appeals court upheld the right of the *Santa Barbara News-Press* to obtain the names of customers who exceeded their water allocation under a water rationing ordinance.

In a suit filed by The New York Times Co., the News-Press' parent firm, a three-justice panel unanimously overturned a Superior Court ruling in favor of the Goleta Water District.

In the face of a severe and protracted shortage, the district last May adopted an ordinance prohibiting certain uses of water and limiting the amount customers may use.

Users who go beyond the limit are slapped with stiff surcharges on their water bills.

The News-Press, under the state Public Records Act, sought the names and addresses of the customers who exceeded their water allocation. The paper argued that public disclosure and embarrassment would likely lead

to greater compliance with the ordinance.

The district contended that revealing the names would violate customers' constitutional right to privacy and may cause them harm. Disclosure, the district said, could expose a customer to verbal abuse and "possible physical assault" in the community. It also argued that reported violations could be misleading since a householder may use an excessive amount of water during hot months, but balance it off with low use in the winter.

However, the district agreed to provide the names and addresses of commercial, agricultural and multi-family users who overstepped their water allocation, but not those of individual residential customers.

The written opinion by Justice Steven J. Stone stated: "The district's fear that outraged citizens will misunderstand the information sought is speculative and does not outweigh the public's right to be informed of the district's implementation of the ordinance."

"The district asserts that the over drafting of one's water allocation of a month's period does not necessarily demonstrate noncompliance on the part of customers. Nonetheless, publication of overdrafting by customers during a given period will discourage profligate use of water during the ensuing months and encourage customers to bring their consumption within the guidelines of the ordinance."

Shield law expands for N.Y. journalists

Gov. Mario Cuomo expanded New York's "shield law" on March 24 to protect the news media from having to surrender to the courts most information collected by reporters and television crews.

"Enactment of the bill is particularly appropriate this year as we celebrate the bicentennial of the First Amendment," Cuomo said in signing the legislation. "Since 1735, when Peter Zenger was acquitted of libel charges, New York has led the way in the protection of freedom of the press."

The Democratic governor announced his action just before speaking at a meeting of the New York State Society of Newspaper Editors.

Although New York's shield law, adopted in 1970, had protected information gathered on a confidential basis from sources, recent state court rulings had said there was no such protection for information gathered without a promise of confidentiality.

Under the expanded law, unpublished information or that supplied without a pledge of confidentiality doesn't have to be given up by news organizations in most circumstances. A court could still order the information divulged if it determined the material was critical to a case and not obtainable from any alternative source.

The legislation was passed 47-5 on March 21 by the Republican-controlled state Senate. In January, the Democratic-controlled Assembly approved it 119-11.

The legislation gives New York one of the strictest protections for journalists of any state in the nation, according to lawyers for several news organizations.

— AP

Persis acquires Media Holdings Inc.

Persis Corp., a Honolulu company that owns two Tennessee newspapers, said March 21 it had acquired Media Holdings Inc., publisher of metro magazines and specialty books in four Tennessee markets.

The purchase price was not announced, but two of Media Holdings' magazines, *Nashville!* and *Advantage*, had reportedly been offered for sale last summer for \$1.7 million to \$2 million.

Properties owned by Persis include the *Knoxville Journal* and the *Maryville-Alcoa Daily Times* in Tennessee, the *Honolulu Advertiser*, the *Journal-American* in Bellevue, Wash., and the *Valley Daily News* in Kent, Wash.

Media Holdings also publishes the *Nashville Area Business Directory*, *Nashville Visitors' Guide* and "How to Do Business" books dealing with the Memphis, Nashville, Knoxville and Chattanooga markets.

— AP

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IN BRIEF

Coke sends journalists \$5 in latest promo

To demonstrate its latest promotion to about 200 journalists, the Coca-Cola Co. sent them soft drink cans with a \$5 prize inside.

According to Bob Bertini, a Coca-Cola USA spokesman, the technology used to make the prizes appear from what seem to be regular cans of Coca-Cola Classic is so new and unusual that the company thought journalists could best write about it if they saw it.

The cans were included with press kits announcing the "Magic Summer" campaign, Bertini said. During the promotion, some 750,000 randomly distributed cans that appear to be regular cans of the soft drink will instead contain prizes — up to \$200 in cash or a certificate for another prize — that are revealed when the can is opened.

The company could not make cans with regular paper inside because it would have required a separate production run, so it instead chose to send the lowest bill denomination with the press kits, he explained.

A small percentage of the media who received the sample cans called the company or sent the money back, he said, but the former were advised to donate the money to charity and the latter were sent letters acknowledging receipt of the returned money and saying it had been donated to charity.

ADSPACE available free to newspapers

AD/SAT has announced an offer making its newly introduced ADSPACE available without charge to any newspaper in the United States until January 1992 in order to meet retailers' desires to begin using the system as soon as possible.

The plan provides free use of the software, all upgrades, toll-free customer support and complete manuals and instruction for any newspaper specified by an advertiser. Software license fees will begin in 1992 if the newspaper decides to keep the system operating.

ADSPACE is a PC-based space reservation system which uses conventional telephone lines for two-way

communication of formatted ad information between advertisers and newspapers. The software runs on any IBM-compatible PC-AT, XT or PS/2. A Macintosh version is slated to be released this summer. A standard Hayes-compatible modem and telephone line are all that are required for communication.

New N.J. network

Four New Jersey newspapers have formed the Greater New Jersey Network for national advertising.

The four newspapers are *The Record* of Hackensack, the *Asbury Park Press*, *The News Tribune* of Woodbridge and the *Central New Jersey Home News* of New Brunswick.

The prime suburban counties reached by the network are Bergen, Hunterdon, Middlesex, Monmouth, Ocean, Passaic and Somerset.

Weekly Reader to produce radio show

The national classroom newspaper *Weekly Reader*, published by Field Publications, Middletown, Conn., has agreed to produce a children's news show for radio by joining with the new Kids' Choice Broadcasting Network to supply top-of-the-hour news Monday through Friday.

Broadcasting is slated to begin May 1 on WPRD 1440 AM in the Orlando, Fla., area and move within a year to some 100 other stations nationwide.

College suspends student newspaper

The Student Publications Board at Geneva College, Beaver Falls, Pa., has suspended publication of *The Cabinet* student newspaper for the remainder of the semester because of an anti-Catholic editorial written by the student editor, school officials said.

Eric Dugan, the student editor, defended the editorial, claiming it was restatement of theological policy of the Reformed Presbyterian Church, with which the college is affiliated. A disclaimer for the college was published with the editorial.

The editorial, "Theology of Pointy Hats," said senior clerics of the Catholic Church had become authoritarian, and alleged that the church's councils and tradition supercede the Scriptures.

William Gibbs, spokesman for the college, said the editorial caused "a firestorm of complaints," and suspension of the newspaper was an expression of apology to students, particularly Catholics, who represent about one-fifth of the student body.

Tobacco bill would cause problems, agency group says

The American Association of Advertising Agencies, in response to a bill introduced by Sen. Edward M. Kennedy (D-Mass.), noted the problems that would arise from the senator's bill, which would hand regulation of tobacco product advertising to the local government level.

The 4As pointed out that the current regulation by the federal government not only provides a predictable, manageable set of guidelines but also has created an environment in which consumers are "bombarded" with anti-smoking messages at the expense of the tobacco marketers, not the taxpayers.

Electricians decertify union at Houston paper

Electricians at the *Houston Post* have voted to decertify their union after 27 years of organized representation by the International Brotherhood of Electrical Workers, AFL-CIO-CFL.

After petitioning the National Labor Relations Board in January with the required 30% of signatures from its represented group of employees, the election was held following waiver of a board hearing, and 70% of the electricians voted to decertify. The NLRB has certified the election.

Nevada daily notes 125th anniversary

The *Nevada Appeal* of Carson City, which bills itself as "Nevada's Oldest Daily Newspaper," recently celebrated its 125th anniversary.

The Donrey Media Group paper marked the event with a special 100-page historical section written by several northern Nevada authors and journalists.

Third black weekly published in Seattle

The founder of a new weekly newspaper in Seattle, Wash., for black entrepreneurs says he expects the paper to eventually do as well as a sister publication in Portland, Ore., that has a circulation of 20,000.

Bernard Foster started the *Skanner* with a profile of Norm Rice, the city's first black mayor. Foster founded a newspaper with the same name 15 years ago and has been co-owner of the *Northwest Dispatch* in Tacoma, Wash., since 1985.

In a city whose population is 12% black, Foster faces stiff competition for ad revenue from two other black weeklies, the *Seattle Medium* and *The Facts*, where he worked previously as an advertising salesman.

Foster said he expects to lose money initially. Fitzgerald Beaver, owner of *The Facts*, said he wishes Foster well but questions whether the city can support three black newspapers.

— AP

Publisher to buy Mass. tv station

Stephen Mindich, publisher of the *Boston Phoenix* and *Phoenix New Paper* in Providence, has reached an agreement to acquire WHRC-TV in Norwell, Mass., from Channel 46 Co.p. The station has been off the air since last September.

Mindich, already the owner of WFNX-FM in Lynn, Mass., reportedly paid a little more than \$4 million for the tv property, according to a source quoted in published reports.

Garage sale helps weekly hurt by fire

Faithful readers of the weekly *Oak Cliff Tribune* kicked in videocassette recorders, furniture and other items in a garage sale to benefit the newspaper after a fire destroyed all its publishing equipment.

"It's just a small weekly," publisher Joseph Whitney said of the 86-year-old Dallas, Texas, newspaper, "but what the community has done to put it back on its feet makes us more appreciative of what we have."

Area service clubs organized a sale at a YMCA branch March 10 that drew 200 people.

"We raised \$800 in six hours, more than we ever dreamed of," said Robbie Hazelbaker, one of the organizers. "We also sold 50 subscriptions to

the Tribune."

The newspaper's staff of eight has not missed an issue since the Jan. 31 fire, which destroyed the building where the paper had been produced.

"After the fire, we are more aware of its importance," Whitney said. "People want a newspaper that has become almost an institution here."

— AP

Restructuring at Ill.-based media firm

The *News-Gazette* of Champaign, Ill., and other media properties owned by Marajen Stevick Chinigo have undergone a corporate restructuring intended to ensure stability and growth.

The *News-Gazette*, WDWS radio, Printing Impressions Corp. and Tolono County Star Inc., as well as Prairie Production Corp. in which Chinigo holds a controlling interest, will all come under the umbrella of Professional Impressions Media Group, a new corporation formed to oversee the media-related businesses.

Champaign attorney John C. Hirschfeld becomes president and chief executive officer of the new corporation. He previously served in that

capacity for the corporations consolidated in the move.

Other members of the new corporation's board are: Charles Flynn, former editor and general manager of the *News-Gazette*, now executive vice president of the new corporation; Mike Ovca, who assumes the title of vice president for corporate finance; Linda A. Bauer, vice president for corporate communications and development; Ronald A. Wilcox, vice president for marketing; Gary Holben of Printing Impressions Corp., named vice president for commercial printing and direct mail; James Turpin, general manager of WDWS and WHMS, vice president for radio; and John Foreman, *News-Gazette* editor, named vice president for newspapers.

New feature section

The *Dallas Times Herald* has launched a new feature section utilizing more color, stronger graphics and a flashier layout.

In addition, the paper has added a new slogan to its front page reading, "Today's newspaper for Dallas."

The *Lifestyle* section replaces the old *Style* section. It will be directed by new assistant managing editor Kim Marcum.

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NEWSPEOPLE IN THE NEWS

DIANE MCFARLIN will become managing editor of the *Sarasota Herald-Tribune* in June and assume the duties of executive editor on Jan. 1.

She succeeds **WILLIAM F. MCILWAIN**, who becomes senior editor of the New York Regional Newspaper Group, which owns the *Herald-Tribune*.

He will be involved with all the daily and weekly publications of the group. Before moving to the *Herald-Tribune*, he was editor of *New York Newsday* and earlier deputy managing editor of the *Toronto Star*, along with a number of editing positions in the U.S.

McFarlin joined the *Sarasota Journal* in 1976 as a reporter and copy editor after graduating from the University of Florida journalism school. She held a succession of responsible positions and after the *Journal* ceased publication became assistant managing editor for features at the *Herald-Tribune*, which joined The New York Times Group later that year. She was named deputy managing editor and then managing editor in 1985, a post she held until taking over the *Gainesville Sun* top news post in 1987.

* * *

ELIZABETH COLTON, has been named executive editor of the 192-year-old *Loudoun Times-Mirror* in Leesburg, Va.

She succeeds **ROBERT ENDICOT**, who has served as executive editor of the Fairfax and Leesburg Group newspapers and is moving to vice president/news operations of the 10 Arundel Newspapers group. He transfers to corporate headquarters at Dulles Airport to head editorial planning and special projects and will continue to serve as executive director of the group's editorial board.

In announcing the appointments, publisher **ARTHUR W. ARUNDEL** said



Diane McFarlin



Elizabeth Colton



William I. Beauchamp

Colton will head news and editorial operations of the weekly and will also serve as executive editor of the *Eastern Loudoun Times*, the *Clarke Courier* in Berryville and *Fort Royal News*.

Colton is the first woman to become an executive editor in the 25-year-old Arundel group. Her varied career includes reporting for the *Asheville Citizen-Times*, network news correspondent, *Newsweek* bureau chief and diplomatic correspondent for National Public Radio. In Washington, she served as press secretary to Jesse Jackson during the first half of his 1988 presidential campaign and is author of a 1989 Doubleday book, "The Jackson Phenomenon: The Man, The Power, The Message."

* * *

WILLIAM I. BEAUCHAMP, director of training for Morris Communications Corp., has been named human resources director of the Augusta-based company. His duties include

— NEWSPEOPLE EDITOR
LENORA WILLIAMSON

corporate personnel and training functions.

Beauchamp joined Morris as training director in 1985. He had worked for the *Miami Herald* and Knight-Ridder in 1965-1976 as assistant training director, assistant to the personnel director and circulation marketing manager. He later was in similar posts with the *Columbus Dispatch* and *Citizen Journal* and the *Fort Lauderdale News* and *Sun-Sentinel*.

A native of Jacksonville, Beauchamp received his bachelor of arts degree in business and psychology in 1966 and a master of business administration degree in marketing in 1983 from the University of Miami.

* * *

The Michigan Journalism Hall of Fame will induct four new members May 12 in banquet awards ceremonies at Michigan State University, East Lansing. They are:

WILLARD BAIRD, former chief Capitol reporter for Federated Newspapers, now part of Gannett Co. Inc., who resides in Lakeside, Mich.;

RICHARD E. CHEVERTON, former news director of WOOD radio and television stations in Grand Rapids, who died in 1974;

CARRIE JACKSON ROWE, editor and publisher from 1890 to 1935 of the *Milford (Mich.) Times*, who died in 1949; and

NEAL SHINE, Oakland University journalism professor and retired senior managing editor of the *Detroit Free Press* who writes a twice-weekly column for the newspaper.

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In a series of key management changes at Landmark Communications Inc., **JOHN O. WYNNE**, president of the corporation's broadcasting and video enterprises, becomes Landmark's chief operating officer.

Wynne also becomes president of the newly formed Newspapers and Broadcasting Group, which will include the *Virginian-Pilot* and *Ledger-Star*, the *Greensboro News & Record*, the *Roanoke Times & World-News*, and Landmark Broadcasting and Video Enterprises. Wynne reports to **RICHARD F. BARRY III**, Landmark president and chief executive officer.

ROBERT D. BENSON, currently president and publisher in Greensboro, moves to president and publisher of the *Virginian-Pilot* and the *Ledger-Star* and relinquishes collateral duties as publisher of those papers to devote full time as Landmark chief executive officer.

CARL W. MANGUM Jr., currently president and general manager of the Norfolk papers, succeeds Benson as president and publisher in Greensboro.

DONALD H. PATTERSON Jr., vice president and business manager in Norfolk, becomes executive vice president of Landmark with responsibility for overseeing the corporate staff, including finance, accounting, human resources and corporate communications.

FRANK BATTEN Jr., currently director of marketing and associate publisher in Norfolk, becomes vice president and associate publisher of the papers with responsibility for marketing and promotion, circulation and business departments.

Also, Benson and Mangum each will have overall responsibility for operations and departments within their respective division and report to Wynne.

* * *

THOMAS J. SPURGEON, director of Calkins Newspapers data processing department, has been named general manager of the company's *Bucks County Courier Times* in Levittown, Pa.

Sprurgeon began his career in 1978 as data processing manager of Uniontown Newspapers Inc., also owned by Calkins. He later was promoted to systems coordinator for Calkins and moved to Bucks County and then was promoted to his most recent post.

He is a graduate of the Rochester Institute of Technology with a major in printing management.



John O. Wynne

JACK FULLER, vice president and editor of the *Chicago Tribune*, has been named a trustee of the Robert R. McCormick Charitable Trust and the Cantigny Trust. He will be involved in decisions on grantmaking and other charitable activities of the trust.

Other trustees of the McCormick Trust are **STANTON R. COOK**, **CHARLES T. BRUMBACK**, **JOHN W. MADIGAN** and **ROBERT HUNT**.

The area institutions have been beneficiaries of over \$150 million in grants from the trust established in 1955. The trust maintains the McCormick estate (Cantigny) west of Wheaton, Ill., as a public park, recreational and educational center.

* * *

THOMAS POTRATZ, who joined *The National* in August 1989 from *Country Living Magazine* where he was the New England sales manager for three years, has been promoted to sales development manager. He will be responsible for management and coordination of sales presentations, research and creative services.

GARY F. SHERLOCK, executive vice president of advertising for the Newspaper Division of Gannett and president of Gannett National Newspaper Sales, is succeeding **JOSEPH M. UNGARO** as president and publisher of the Westchester Rockland Newspapers and vice president of the Metro Newspaper Division. Ungaro was recently named president and chief executive officer of the Detroit Newspaper Agency.

In addition to the 10 dailies and two weeklies in the suburban counties north of New York City, Sherlock also has responsibility for *USA Weekend*, Gannett's national weekly magazine.

* * *

LEWIS B. SPENCE Jr. is the new president of Pontiac (Ill.) Newspapers Inc. and publisher of the *Pontiac Daily Leader* and *Flanagan Home Times*. The papers are divisions of Brill Media Company.

Spence has over 20 years of newspaper experience working for Gannett, Multimedia and Worrell newspapers.

* * *

PETER COURTRIGHT, formerly marketing/research manager at the *Washington Times*, has been promoted to research director.

* * *

CAROLINE YOUNG ULLMANN recently joined the *Tacoma (Wash.) Morning News Tribune* as an assistant metro editor in charge of the night desk.

She previously worked five years as a *Seattle Post-Intelligencer* reporter and most recently specialized in children's issues. She also has worked at the *Bellevue (Wash.) Journal American* and the *San Francisco Examiner*.

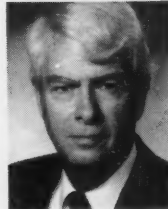
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OBITUARIES

CLARENCE B. CAMPBELL, 83, a former reporter and copy editor at the *Philadelphia Inquirer*, died March 17 at West Jersey Hospital-Voorhees.

He joined the *Inquirer* in 1925 and was a copy editor when he retired in 1960. Campbell later became news editor for Chilton Publications, Bala Cynwd, Pa., and also helped found the *Catholic Star Herald* of the Diocese of Camden, N.J.

* * *

HARRY GESSING, 75, who covered the *Denver Post's* police beat for 39 years, died March 24 after a long illness.

A former police Chief Art Dill recalled: "He told 10 different chiefs what to do and where to go. Harry was always a gentleman. The policemen would talk to him when they wouldn't talk to their own supervisors or commanders."

When he retired in 1982, Gessing was named the department's first "honorary division chief" and the pressroom at police headquarters was dedicated to him.

* * *

PAUL JONES, 95, who worked for newspapers in Kansas City and Cleveland and was spokesman for the National Safety Council, died March 24 at his Morristown, Ill. home.

While with the council, Jones developed the so-called "holiday death toll" forecasts credited with reducing the nation's accident totals.

After retiring from the council, Jones was an editor for Newspaper Enterprise Association in Cleveland. He retired to a home in Hendersonville, N.C., and wrote editorial comment for NEA and a nature column for the local *Times-News*.

* * *

ADAM R. KELLY, 65, former editor and publisher of the weekly *Tyler Star News*, Sistrerville, W.Va., died of a heart attack March 16 in Washington, D.C., while attending a meeting of the National Newspaper Association. He served on the organization's board of directors.

Kelly sold the newspaper to Ogden Newspapers in 1989 but remained editor emeritus of the weekly he had owned and published for more than 25 years. With Ogden, he was known as "The Country Editor" for his column printed throughout the eastern United States.

* * *

RON E. KRAMER, 49, a reporter and photographer for the *Iron Mountain (Mich.) Daily News* for 25 years, died

March 16 at his home of an apparent heart attack, according to autopsy results. His body was discovered by police March 19 after he failed to report for work.

Kramer had joined the News editorial staff in 1965 after his discharge from the Army, where he worked in public affairs and broadcasting.

* * *

JOHN LOFTON, 70, retired editorial writer for the *St. Louis Post-Dispatch*, died Feb. 16 at his home in Grantville, Kan. He had continued to contribute editorials and articles after his 1985 retirement.

Lofton joined the *St. Louis* paper in 1971 after 19 years with the *Pittsburgh Post-Gazette* where he was editor of the editorial page.

One of his books, "The Press as Guardian of the First Amendment," was honored with the Distinguished Service Award of the Society of Professional Journalists. He held degrees from the College of Charleston, the University of Pittsburgh and Duke University, the latter awarding him a degree in law.

* * *

DANIEL MCGIBBENY JR., 74, retired executive sports editor and a chief copy editor of the *Pittsburgh Post-Gazette*, died of a heart attack March 15 at his home.

He retired from the newspaper in 1980 and also had worked for the *Pittsburgh Press*, the former *Pittsburgh Sun-Telegraph* and the *New Kensington Daily Dispatch*.

He was inducted to the Western Pennsylvania Sports Hall of Fame in 1986.

* * *

JIM NEUBACHER, 40, the *Detroit Free Press* columnist who became an advocate of rights for the handicapped after developing multiple sclerosis, died March 22 at Southfield (Mich.) Providence Hospital.

He joined the *Free Press* in 1971 after graduating from the University of Michigan and worked as a city desk reporter and as the newspaper's first Canada correspondent and columnist.

* * *

ORPHA CROSS SIMONS, 77, who started in newspapers at the early age of 17 on the editorial staff of the *Parkersburg (W.Va.) Sentinel*, died at the Parkview Health Center, Parkersburg, on March 19.

She furthered her studies at Ohio State University and received a journalism degree while writing for the *Ohio State Journal*, Columbus.

Simons later moved to Nashville and worked for the Tennessee Department of Employment security as public relations director for 30 years before retiring.

* * *

GUY SCHOFIELD, 87, editor of London's *Daily Mail* and a founding member of the Press Council, died Feb. 14.

He was editor of the *Daily Mail* from 1950 to 1955. The paper is now a tabloid with a nationwide circulation of 1.7 million.

Schofield began as a copyboy at the *Leeds Mercury* in 1918 and worked at London's *Evening Standard* and then as editor of the now-defunct *Evening News* in 1942-50.

* * *

DEWEY RAND Sr., 91, longtime publisher of the weekly *Capital Press*, died March 20.

He joined the paper in his hometown of Baker while in high school and took it over in 1946 after returning from World War II service.

The paper boasted of being the last Democratic newspaper in the state, appealing primarily to rural Oregon residents. Its circulation was about 32,000.

* * *

WALTER T. RIDDER, 72, who retired from Knight-Ridder Inc. board of directors last year, ending a 50-year newspaper career, died March 17 after a long illness at his home in suburban McLean, Va.

Ridder began his career as an \$18-a-week reporter for the *Hartford (Conn.) Times* and then worked at Ridder papers in Duluth and St. Paul, Minn. He served as publisher of the *Gary (Ind.) Post-Tribune*.

A war correspondent in Europe during World War II, he later directed the Marshall Plan information service in Paris and for many years headed the Washington bureau of Ridder papers.

* * *

MICHAEL S. WEISBERG, 36, a former *New York Daily News* assistant business editor and copy editor, died March 13 at Long Island Jewish Hospital of AIDS.

He also had been an associate professor at the Columbia University Graduate School of Journalism and an adjunct professor in the New York University Department of Journalism.

Weisberg was executive director of Multitasking Systems of New York Inc., a nonprofit organization which helped people with AIDS find office work.

The Population Institute



Global Media Awards
FOR EXCELLENCE IN POPULATION REPORTING

1990 Call for Entries

1989 Global Media Awards

Presented in Amsterdam, The Netherlands



Best Columnist
Tom Wicker
The New York Times



Best Periodical
Time Magazine
Anastasia Toufexis*



Best International Daily Newspaper
International Herald Tribune
John Vinocur, Executive Editor*



Best Developing Country Daily
El Expreso
Luis Gallardo*



Best Editorial Support for Solutions to Population Problems
David Broder
Washington Post



Best T.V. Series
NBC Nightly News
Sy Pearlman*



Best Team Reporting Effort
Akron Beacon Journal
Mary Ethridge



Barbara Galloway



Sheryl Harris



Marcia Myers



Best Combined Media Effort
Centro Regional de Audiovisuales
Alfonso Albacete*
and (not pictured)
Maria Cristina Rosales*

Most Conscientious News Service
Reuters
(not pictured)
Michael Littlejohn*

Best Radio Program
(not pictured)
Tom Kazungu
Voice of Kenya

This Call For Entries is in the April 14, 1990 issue of Editor & Publisher.

*Accepting

Honorees

For up-to-date, accurate information on the world population crisis, call: POPLINE (202) 544-3300.

Global Media Award Guidelines

Award's Purpose

The Population Institute Media Awards are devoted to drawing attention to worldwide population issues. The awards are given to honor those who have contributed to creating awareness of population problems through their journalistic endeavors in a meritorious manner.

The Population Institute is dedicated to making population an international priority by creating awareness of population problems and their relationship to resources and the environment and developing strong leadership prepared to design and implement rational and humane solutions to population problems throughout the world.

The Population Institute, a private non-profit public interest group, is interested in encouraging individual editors, news directors and journalists to acquire a more in-depth knowledge of population issues, as well as helping stimulate high standards of journalism.

Guidelines

1. The awards for excellence in population reporting are made by a distinguished Panel of Judges. The judges exercise their independent and collective judgement.
2. Entries may be made by any individual or organization from material appearing in the print and electronic media.
3. Entries must be submitted in writing to the Population Institute and accompanied by justification for entry and a photo of the nominee.
4. Eligible works must have been *published or aired* between September 15, 1989 and September 15, 1990.
5. Any media, including previous winners, are eligible for consideration each year.

Categories

1. Best Columnist
2. Best Individual Reporting Effort
3. Best Major Daily
4. Best International Daily Newspaper
5. Best Periodical
6. Best Cartoonist
7. Most Conscientious News Service
8. Best Editorial Support for Solutions to Population Problems
9. Best Radio Program
10. Best T.V. Documentary
11. Best Population/Environmental Reporting Effort
12. Best Team Reporting Effort
13. Best Population Journal
14. Best Combined Media Effort on Behalf of Population
15. Special Country Award

All awards are given for distinguished examples of reporting on population issues. Nominees for the awards include institutions or journalists. All works are to be characterized by a high quality of writing and factual reporting. Multiple awards may be given within certain categories. It is the intent of the Panel of Judges to recognize work in all categories.

How To Submit

Entries must be submitted in writing and addressed to the Secretary of the Media Awards Program, The Population Institute, 110 Maryland Avenue, N.E., Washington, D.C. 20002. Each entry shall be accompanied by a statement as to why the nominator believes that this particular entry merits a Media Award. Entries must also be accompanied by an exhibit as *published or broadcast*, including the name of the media outlet and the date of its use. No entry fee required.

For more information, call the Population Institute at (202) 544-3300.



THE
POPULATION
INSTITUTE
110 Maryland Ave., NE
Washington, DC 20002
(202) 544-3300

What You Win

Each winner will receive an expense paid 2-week study-tour of Zimbabwe from November 23 to December 9, 1990.

Deadline

The deadline for entries is September 15, 1990. All eligible works must have been published or aired between September 15, 1989 and September 15, 1990.

1990 Judges

Distinguished Panel of Judges

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International Bank of Costa Rica

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Rahul Singh, Chairman
Editor in Chief
The Sunday Observer
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Mary-jane Snyder
President, M.J. Enterprises
Wilmette, Illinois

Nathan Schafer
Chairman, Media Awards Trust Fund

Organization and affiliation of judges listed for identification purposes only.



PRIORITIES FOR A NEW DECADE

By Werner Fornos
President of The Population Institute

Incredible political upheavals in Eastern Europe within recent months have signaled a clear need to reorder priorities for a new global agenda. Indeed the next generation will have both the opportunity and the responsibility to answer pressing challenges short-changed or neglected during the more than 40 years in which world leaders were preoccupied by a frenetic and regressive arms race.

Among the more significant concerns that can at last be addressed with long overdue serious attention is the matter of rapid population growth.

The current population of the world is 5.3 billion. Each year 93 million more — the equivalent of the population of Mexico — are added. This astonishing proliferation of the human species causes or at least intensifies a wide range of other global problems: ecological deterioration, environmental degradation, economic stagnation, malnourishment and hunger, illiteracy, unemployment and underemployment, civil strife, and poverty.

Virtually the entire increase in world population occurs in the developing world, a phenomenon projected to continue throughout the foreseeable future. These are precisely the countries and regions that can least afford a doubling of their populations within 25 years. Yet some 60 of these nations are on a course to do just that — among them, Bangladesh, Nigeria, and Pakistan, each with a population of approximately 115 million and an annual per capita gross national product below \$400. Another 30 countries will double in only 30 years. It would be a formidable task for most industrialized nations to increase by 100 per cent job opportunities, classrooms, health facilities, and basic human services over the next quarter of a century. But there is virtually no realistic hope that these struggling, impoverished countries, which account for more than 90 per cent of the world's human growth, can even come close to meeting such a challenge. In the unlikely event that they were able to succeed, it would ensure them nothing more than a continuation of their present substandard quality of life. Instead of achieving progress in development, they would be merely running on a treadmill.

By slowing down population growth, we may or may not eliminate many of the devastating problems that thwart development and prolong the cycle of poverty and deprivation for far too many families throughout the world. But, until there are meaningful strides toward demographic stabilization, permanent solutions for some of the most deeply rooted and overwhelming problems currently confronting humankind will be next to impossible.

The Population Institute has long recognized and respected the role of the press in bringing to public attention the issues that require global solutions yet go unattended for reasons as varied as they are unacceptable. A more equitable balance between the world's population, its resources, and its environment will become a reality only with support from national and local media in informing and educating the public of the consequences of burgeoning human growth.

The Population Institute sincerely appreciates the efforts of the many dedicated journalists and editors who have contributed with highest distinction to a broader understanding of the interrelationship between population growth and development. To honor their reportorial and interpretive achievements in this field, the Institute proudly announces that the 1990 Global Media Awards for Population and Development Reporting will be presented in Harare, Zimbabwe.

The Population Institute is a 501(c)(3). All contributions are tax deductible.

World Population Awareness Week, October 21-27

THE POPULATION INSTITUTE

110 Maryland Avenue NE
Washington DC 20002
(202) 544-3300

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CIRCULATION

Circulation promotions bring in 7,500 new subscribers

Recent circulation promotions at the Portland (Maine) Newspapers have brought in nearly 7,500 new orders, and one of the contests, for carriers, has been so successful it has already lasted three times as long as expected.

The "Last Carrier Out" contest, expected to last about two months, has already hit week 28 and three carriers are still vying for the first-place prize of a trip to Walt Disney World in Florida.

To keep qualifying, each carrier must progressively sell one order more per week than the previous week. For example, in week 10 they had to sell 10 orders, in week 11 they had to sell 11, and so on. The contest will continue until there is only one carrier left.

By week 28 the three remaining carriers had each sold over 400 orders and that program had generated 2,192 new orders for a minimum subscription of 13 weeks.

Normally, when a carrier for the newspapers — the *Press Herald*, *Evening Express* and *Maine Sunday Telegram* — sells a new order he is given about \$2. That rule has been true throughout the Last Carrier Out contest but is not exclusive to the carriers who remain in the competition.

Carriers were also included with all company employees in the "Braver Bucks" promotion, which awarded five Braver Bucks — named for general manager Steve Braver — which they could use to "buy" prizes.

The staffers were divided into three groups — carriers, district managers and other company employees. Carriers were able to use their Braver Bucks to bid on prizes such as bicycles, VCRs, color televisions, stereo systems and Nintendo games during the Carrier Prize Auction.

In the other departments, employees used their Braver Bucks to order items from a list of prizes, and those who participated got the bonus of using their Braver Bucks to "shop" for leftover prizes at the "Bonanza Store."

At the end of the campaign, the district managers celebrated by combining a victory dinner with their own Braver Bucks Auction featuring circulation director Fred Foutz as auctioneer. Over 44 prizes worth over \$8,000 were awarded to 25 people. The prizes included trips to Bermuda,



A 'Hula at High Noon' T-shirt



Braver Bucks

Montreal and Nova Scotia, a camcorder, a snowblower, a CD stereo system, a VCR, and color tv and more.

During the contest a number of challenges were issued within the circulation department to keep things interesting.

The circulation managers challenged the district managers to two nights of direct sales competition. The loss by the circulation managers left them washing the district managers' cars.

A competition between the east and west zones left the losing east zone representatives eating beans, while the winning west zone reps ate steak.

Perhaps the greatest challenge of all came from the general manager and circulation managers to the department. If the department reached 5,000 total orders, the three managers would perform a "Hula at High Noon."

With the final tally 5,284 new orders, g.m. Braver, circulation director Foutz and assistant circulation director Pete Starren donned their grass skirts and leis and performed the hula — or their approximation thereof — in the company parking lot.

In fact, a second show was added to accommodate the hundreds of employees who came to watch.

Those who had sold at least two orders received a commemorative T-shirt with caricatures of the trio in their grass skirts.

Cards beat Cubs in Denver contest

The St. Louis Cardinals recently beat the Chicago Cubs 35,103 to 32,006.

The score wasn't one for the baseball record books, but rather the determining vote in a recent *Denver Post* phone-in poll, which asked its readers which major league baseball team the paper should cover like a home team.

More than 143,000 calls were received during the five-day polling, and on the first day of the poll, U.S. West officials estimated that 50% to 75% of the calls couldn't get through because the volume was too high for the paper's switchboard to handle.

Photo i.d. contest

The *Herald* of New Britain, Conn., has introduced a weekly feature called "Mystery Photo," in which readers are asked to guess the location of an object or subject in a vintage photo. The winner receives a copy of the book *New Britain: The City of Invention* while supplies last, after which *Herald* coffee mugs will be offered as an alternative prize.

Weekly real estate tabloid is launched

The Journal Newspapers of Springfield, Va., has launched the *Capital Friday Home Report*, a weekly cooperative effort between the Journals, *USA Today* and the Washington, D.C., Association of Realtors Inc.

The four-color weekly publication will feature information on co-ops, condominiums and single-family homes offered for sale through the realtors' association Multiple Listing Service. It will be distributed as a regional advertising supplement in *USA Today's* weekend edition, and will be similar to its sister publication, the *Journal Friday Home Report* serving suburban Washington.

TECHNICAL BRIEFS

Copley to buy new plant site

The San Diego Union has reported that The Copley Press Inc., its parent company and publisher of the afternoon *San Diego Tribune*, agreed to buy a parcel of land "for development as a newspaper headquarters and production facility."

The 45-acre tract, part of a planned 135-acre corporate business center, is southeast of the Interstate 805-State 52 interchange, near the U.S. Naval Air Station at Miramar. It is being graded for street improvements but no time frame for any construction has been set.

The Union and Tribune now share facilities at a 12.8-acre site nearer downtown in Mission Valley. Quoting Copley senior vice president Robert F. Crouch, the Union reported that the current site, which opened in 1973, offers "no room to expand" to meet increasing production demands, and that the county's development patterns "put growing stresses" on distribution.

Noting fast change in technology, Crouch said it was "difficult to project our need clearly more than a few years ahead." Copley is working with Hope Architects and Engineers "to develop design options for the property." Robert A. Stine, president of Collins Development Co., called Copley Press "the cornerstone of our development," a project Collins is undertaking with the Douglas Allred Co.

The company also owns 12 acres in San Marcos, in northern San Diego County. The Union reported the site was acquired for possible construction of a satellite production facility and consolidation of north county editorial, advertising, photography and circulation activities.

Rockwell names engineers of the year

Two Graphic Systems engineers were among the 16 Rockwell International Corp. employees named Engineer of the Year, the company's highest honor for technical achievement.

Frederick K. Burt, with Rockwell Graphic Systems in Westmont, Ill., received the award for his role in applying networked programmable controllers in creating a computerized control system to enhance the opera-

tional efficiency of the C500 commercial web press.

Alan H. Eldred, with Rockwell PMC Ltd., received the award for his contributions to manufacturing technologies and related machine tool hardware and software used to produce high-performance presses. Rockwell PMC Ltd., in Peterborough, England, makes Baker Perkins commercial printing presses.

Phoenix Gazette redesigns; breaks ground for new plant

The *Phoenix Gazette* has taken on a new, updated look.

The architect of the new design was Mike Jenner, a design consultant with 18 years in the newspaper business. He has worked on designs at the *Philadelphia Inquirer*, *Columbia (Mo.) Daily Tribune* and oversaw design changes at the *Hartford Courant*.

The most striking change at the Gazette was to switch the flag to true Bookman typeface, put it in upper-case letters and stack it for a "unique, crisp, look," according to managing editor Pam Johnson.

Jenner also developed a grid system featuring uniform column widths for layout to make it easier for the reader to recognize the most important story on the page.

The index was placed at the bottom of the page to billboard Gazette columnists and square off the page.

In addition, Jenner lightened the paper's look by eliminating heavy-appearing "electrical tape" rules.

Focus groups then evaluated a redesign prototype, resulting in a few modifications by Jenner.

Johnson said the paper now has a more "polished appearance" but asserted the design changes don't alter the Gazette's commitment to local news coverage.

The new look also includes a revamped neighborhood news section called *Community*, which — with more in-depth neighborhood news — will appear in both the Gazette and its sister paper, the morning *Arizona Republic*.

Meanwhile, groundbreaking ceremonies for Phoenix Newspapers Inc.'s \$128-million Deer Valley production plant took place on March 12.

The plant will contain four Goss Colorliner presses that will allow the two dailies to convert to 100% offset printing and improved multicolor

reproduction.

"The new facility demonstrates our confidence in the future of the community," said PNI general manager William R. Hogan. "Despite the current slowdown in the growth rate, we feel that the Phoenix area will again experience rapid expansion."

Huggins named Monotype Inc. president

R. Troy Huggins has been appointed president of Monotype Inc. (USA), the Elk Grove, Ill.-based supplier of imagesetting and image-management products and typography.

Huggins' nearly 25 years in the printing and graphic arts industries have been spent mostly with AM International Inc., where he most recently was vice president and general manager of Bruning Computer Graphics, its CAD peripherals business.

The appointment was announced late last month by Jerry O. Williams, managing director of Monotype Corp. PLC. A month earlier, Williams resigned as a director of ECRM, a position he had held since the company's formation in 1987.

In his letter of resignation, Williams said, "My taking an active position at Monotype represents somewhat of a conflict with my position on the board of directors of ECRM." Monotype is an OEM customer of ECRM and a competitor of several of ECRM's major accounts, according to ECRM, in Tewksbury, Mass., a supplier of laser-based scanners and recorders.

Salt Lake City gets Soundwall

Industrial Noise Control Inc., Addison, Ill., is installing a custom-designed noise control system for one Metroliner and two Headliner presses at Utah's Newspaper Agency Corp., which manages the business and production functions of the jointly operated morning *Salt Lake Tribune* and evening *Deseret News*.

The Soundwall noise control system is offered by Rockwell Graphic Systems to its customers as an optional accessory for its presses. INC said most of its installations provide a quiet area with noise levels "well below 80 dBA."

CPS announces its largest sale

Denville, N.J.-based Computer Peripheral Sciences Inc. received its largest multiple publishing systems order. North Jersey Newspapers, a recently formed partnership of Goodson Publications and Garden State Newspapers (*E&P*, Jan. 20, P. 20), purchased CPS Astrotek 200 systems in Passaic and Paramus with communications links to a CPS 2000 recently installed in Elizabeth.

The three New Jersey sites will use high-speed communications to share production facilities, in-house news stories, classified advertising, business data and output devices.

The systems will serve up to eight remote newspaper sites with PC Astro terminals, including editorial, classified, display ad and business functions. When the systems are fully installed, editorial and classified pagination will be implemented to serve 12 weekly (829,000 circulation) and three daily (144,000 circulation) newspapers.

The systems, including two 2040s, one 2030 and one 2020 with 13 advanced technology processors, will network 230 terminals and PC-based workstations. Total network capacity was put at more than 300 terminals. Each system will be able to communicate with another over leased lines and dial-up backups for sending stories and wire information between newspapers or to divert production from one site to another if necessary.

As many as 10 CRT typesetters and multiple wire service handlers will be installed.

CPS also said it has assumed full service and repair responsibility for Goodson Publications now using CPS systems in New York, New Jersey and Pennsylvania.

Other sales announced earlier in the year are an Astrotek 2020 for the Farmington (N.M.) *Daily Times*, where it will replace a Xylogics system installed in 1972, and imaging equipment at Time Warner in New York City.

As many as 30 terminals, including the Asto PC, were to be installed in Farmington. Output would include conventional Compugraphic 8600 and laser printers running PostScript. Pagination that includes graphics and halftones and classified ad production was said to be possible on all terminals, not just the workstations.

CPS said the old equipment was the world's oldest Xylogics system and the second one built using CRT terminals. CPS's Astrotek 2000 and 3000

systems are the latest engineered versions of Xylogics' Copy Processing Systems, which combine standard platforms with mainframe computing performance and redundancy, according to the company.

The sale to Time Warner included three Chelgraph IBX imagesetters, eight Chelgraph 400-dpi A3 proofers and a Chelgraph Logoscanner. The output devices function with Atex editorial and Crosfield color systems. For the installation, CPS said it integrated the output with an ACE language driver developed by Atex. Chelgraph output equipment can also be driven as CORA, ICL, Mono-type, or PostScript device.

Following the system sales announcements, CPS said it reached agreement with Purdy & Associates of Nashua, N.H., and Archetype Inc. of Waltham, Mass., to market Archetype Designer display ad production software as an integral part of its product line and as stand-alone software and/or a workstation product. Purdy is an Archetype distributor.

INSI system goes into Fayetteville

North Carolina's Fayetteville Publishing Co., publisher of the *Fayetteville Times* and the *Fayetteville Observer*, has contracted for a Circulation Management System from International Newspaper Systems International, in Overland Park, Kan.

The system offers marketing, distribution management, billing and

financial control for effective newspaper distribution management. INSI says its "integrated household database" permits personalized subscriber service and customized advertiser service.

INSI also announced the appointment of Douglas Yargas as president and CEO and the promotion of Stephen Dienna to sales and marketing vice president.

Yargas moved to INSI from Harte-Hanks Communications, where he had been a senior executive since 1983. Dienna, Southeastern regional sales manager since 1988, had earlier been with System Integrators Inc., Atex and Tal-Star.

Graphics, design conferences set

The concurrent 1990 Lasers In Graphics and Electronic Design in Print conferences will be held Sept. 9-13 in Orlando, Fla.

The showcases for new technology will feature technical programs, workshops, user group meetings, industry roundtables and equipment demonstrations. A major focus will be on issues concerning color calibration, communication and control in distributed creative and production environments, as well as text-and-graphics integration and computer-to-plate technology.

The conferences will also look at significant design and prepress developments and announcements from DRUPA '90.

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TECHNICAL BRIEFS

USG posts systems sales

The Users Sierra Group has sold its circulation system to its hometown *San Antonio (Texas) Express-News* and to Philadelphia Newspapers Inc.

The integrated, real-time software systems were developed for IBM mainframe computers.

The Philadelphia purchase was made last year and a Subscriber Services module was put into production in October. The system in San Antonio will be implemented later this year on an IBM 9370/50 with a VSE operating environment.

USG also announced the sale of billing systems and the enhanced version of its Subscriber Services module to the *Chicago Tribune*, the original USG installation. The Tribune, which put the Agent Statement module (carrier/dealer billing) into production in January, will be the first site to complete installation of all system modules.

Adobe publishes font format, licenses type

Adobe Systems Inc. has published the *Adobe Type 1 Font Format*, specifications that describe format syntax, including all information on hinting, character outline coding and encryption-decryption algorithms. The book is going out free to all registered Adobe developers.

Adobe chairman John Warnock said he believed publication "will benefit the electronic printing and publishing industry by increasing the number of type vendors supporting Type 1, increasing the number of Type 1 fonts and solidifying the posi-

tion of the Type 1 font format as the industry standard."

The Type 1 programs, which can be used with all PostScript output devices, Display PostScript and Adobe Type Manager, are outline fonts encrypted and hinted for improved rendition at small type size and low resolution.

Adobe also announced it has signed agreements with AGFA Compu-graphic and Monotype Corp. that give it full licensing rights to the companies' typefaces for use on printers and typesetters using Adobe's PostScript page description language.

The non-exclusive licensing allows Adobe to market the AGFA Compu-graphic and Monotype typeface libraries as downloadable font programs for various electronic publishing platforms. The typefaces will ship as part of the Adobe Type Library some time in the second quarter of this year.

Including typefaces already licensed from other font manufacturers, Adobe's library will offer more than 1,000 font programs by the end of 1990.

Web Products Corp. to make Walnostat

Chesapeake, Va.-based Web Products Corp. announced it will manufacture the Walnostat static elimination system developed in Sweden.

The system, used in such operations as printing and converting, where static can pose a problem, is non-ionizing, ozoneless, shockproof and explosion-proof, according to Web Products. Walnostat is the main component of the Walnodust web cleaner.

Atex announces interface plan

Atex has announced an Open Interface Strategy for third-party vendors to interface their products with Atex systems. The company said "participating vendors will work with Atex in sales to major metropolitan newspapers, using their products as complements to Atex products."

At the same time, Atex announced a marketing program to implement the strategy and provide visibility for qualified participating vendors.

The strategy initially targets vendors of imaging and display ad workstations. According to Atex marketing vice president Agnes Imregh,

Leaf Systems, Reuters Information Systems and Sinclair Communications have indicated their intention to work "in support of system compatibility in this area."

JFORUM opens computer mart

Users, vendors and shoppers for newsroom computer systems now have an on-line resource for sharing information. JFORUM, CompuServe's Journalism Forum, offers Newsroom Computer Mart, an electronic message board and database.

According to JFORUM founder and system operator Jim Cameron, JFORUM members "were already having on-line discussions . . ." about various computer systems. The mart brings together current users, buyers and sellers in a part of JFORUM dedicated to their interests and needs.

Those already using certain systems can ask questions about their equipment "much like an on-line users group." Advertising is not accepted. Beyond the initial sign-up fee and interconnect charge for each use, there is no cost for NCM.

Nolan retrofits Ky. daily's conveyor

Nolan Products Inc., Rome, N.Y., has been asked to upgrade the *Winchester (Ky.) Sun* Channel Flex wire lapstream conveyor to a Channel Belt lapstream conveyor, the first complete system retrofit using Nolan's belted conveyor.

To test its viability, the Sun converted a portion of its system late last year. Satisfied with the tracking, the Sun will now complete the retrofit. It noted that easy installation will cut its cost by allowing Sun personnel to upgrade the rest of the system. In addition to producing the 7,010-circulation Sun, the newspaper facility handles commercial color printing.

Seattle P-I hires software engineer

Phil Johanson has joined the *Seattle Post-Intelligencer* as a systems engineer/analyst, according to technology manager Bob Roach.

Johanson had previously worked for Aldus Corporation, also in Seattle, and had earlier been with Bedford, Mass.-based Atex.

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IN BRIEF

Columnist's plea for pet food is answered

Gary Bogue, who writes a column on animals for the *Contra Costa* (Calif.) *Times*, has a pretty good idea of the power of the printed word.

Recently, Bogue came to the aid of a community group called Meals On Wheels.

The organization, which delivers hot meals to shut-ins, started an off-shoot program called Meals for Paws to feed their pets.

"We discovered that many of our Meals On Wheels participants were sacrificing some of their own food in order to feed their pets," said program coordinator Jean Manahan. "These pets are a homebound person's best friend, sometimes the only contact they have when they're alone all the time. And if they can't leave the house to get themselves food, they can't get their pets food either."

But Meals for Paws, which depends on cash and pet food donations, began running low on supplies. The group sought help from Bogue.

He not only told readers about Meals for Paws, but announced that the *Times* would be a collection site for canned or dry pet food.

In a few days, the columnist's office was crammed with enough dog and cat food to carry Meals for Paws for a year.

The donations were hauled over to Meals for Paws, which shortly ran out of space and had to call a temporary halt to the drive.

"It means a lot to those people to be able to take care of their pets," said Manahan. "We're extremely grateful to the *Contra Costa Times*, Gary and the community for helping."

Reuters seeking to buy back its stock

Reuters Holdings P.L.C. is seeking shareholder approval to buy back up to 10% of its stock and increase its borrowing power to be ready for investment opportunities that might arise in the future.

The company's approval to buy back stock expires at the 1991 shareholders meeting. Reuters has 431.1 million shares outstanding.

Reuters is seeking to increase its borrowing power to 2.5 times its

adjusted capital and reserves, up from two times capital and reserves. The company would effectively be raising its borrowing limits to £1.02 billion, about \$1.07 billion, from £817 million.

Journalists named to Ky. hall of fame

Three journalists have been named to the Kentucky Journalism Hall of Fame at the University of Kentucky.

They are: James D. Ausenbaugh, professor of journalism at Western Kentucky University and former regional editor for the *Courier-Journal* of Louisville; Russ Metz, publisher of the *Bath County News-Outlook* in Owingsville and a syndicated columnist; and E. Eugene Pell, president of Radic Free Europe/Radio Liberty since 1985.

The awards will be presented as part of the 13th annual Joe Creason Lecture, which will be given this year by David Kindred, a columnist for *The National* sports daily, and a former *Courier-Journal* sports columnist.

IAPA solidarity with El Espectador staff

The Inter American Press Association has expressed its solidarity with the publishers and staff of the Bogotá, Colombia, daily *El Espectador*.

In a front-page declaration, following a death sentence against its journalists and publishers, the paper announced that it would cease publication of editorials until Colombian President Virgilio Barco returned from a U.N. anti-narcotics conference in Europe.

In the name of its more than 1,300 members, the IAPA gave its "total support to the newspaper and promised a hemispheric campaign to denounce the insane action of the drug lords."

Writer poses as a columnist from another newspaper

An entertainment writer for the weekly *New Times*, Phoenix, Ariz., said he posed as a columnist for the *Mesa* (Ariz.) *Tribune* during telephone interviews with a state legislator.

David Koen wrote that he posed as

political columnist Doug MacEachern because he had been warned by his editor "that hardly anyone in the Legislature would give me the time of day if I said I was from *New Times*."

He said the interview was with Rep. Jan Brewer, who has introduced a bill to make it illegal to sell recorded music with obscene lyrics to minors.

MacEachern, who formerly worked for *New Times*, said he was angered by the incident.

"In effect, you have a group of middle-aged people who think they are still revolutionaries who wanted to outrage the establishment Legislature. They figured the only way they could get access to the Legislature was by impersonating a mainstream journalist," he said.

Koen declined to comment on the ethics of his actions. "I have decided not to talk about it," he said.

Michael Lacey, *New Times*' executive editor, also declined to discuss ethical standards. "People ought to take their hands off their hips and get a life," he said.

Brewer said Koen had tried to set her up by asking the same questions repeatedly in an attempt to get her to say obscene words. She denied using an obscene word that Koen quoted her as saying in a discussion of obscene lyrics.

Brewer said Koen's impersonation would make legislators wary of reporters who telephone for information.

John Genzale, the *Tribune*'s managing editor, shared that concern. "It's absolutely imperative that our reporters identify themselves properly and that their identity is believed by the source, or it diminishes their chance of getting news . . . If I were a source, I'd be more reluctant to give out information over the phone."

— AP

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'Decirculation' drive in Long Beach

Guild claims to have nearly 3,000 readers ready to stop their subscriptions; management claims those figures are bogus

By M.L. Stein

Locked in prolonged labor dispute with management, two unions are urging subscribers to cancel delivery of the *Long Beach* (Calif.) *Press-Telegram*.

The Los Angeles Newspaper Guild contends that nearly 3,000 P-T subscribers have signed "decirculation" cards and that the paper's circulation department has been receiving 10-20 cards and calls per day from readers demanding that their subscriptions be stopped. The latter figure was denied by P-T publisher Peter Ridder.

The Guild has been joined in the drive by the Communication Workers of America (CWA). The Guild has been without a contract since March 1989, and CWA since 1988.

Jim Smith, the local Guild's chief administrative officer, told *E&P* that union members have obtained most of the signed subscription cancellation cards at supermarkets.

"We posted our people at the markets that advertise in the *Press-Telegram*, figuring we would find a lot of subscribers there," Smith said.

He added that plans also were under way to seek signatures at

events surrounding the upcoming Long Beach Grand Prix, an internationally known auto race. However, according to Smith, the signers are giving the unions permission to suspend newspaper delivery "until fair and just contracts are obtained."

The cards will not be turned in to the circulation department unless "management refuses to return to the bargaining table and continues to demand an incredible list of take-aways," he stated.

Smith said the "decirculation" effort began after Guild members at the Knight-Ridder newspaper "rejected the management's latest 'last, best and final offer.'"

"There have been at least five last, best, and final offers in as many months," he said.

Smith claimed that P-T management has refused to meet with the Guild's bargaining committee since the union's membership rejected its last offer by 77%.

The Guild official said the main issues are "union-busting" and "takeaway proposals," such as the right to strike and take economic actions; wage cuts; reduced health care; and elimination of retiree benefits, among others.

Guild members, he added, got their last raise in 1988 and CWA in 1987.

The Guild represents 240 editors, reporters, janitors, district managers, page designers, artists, columnists and others at the paper. CWA represents about 45 compositors.

"Some of the statements by the Guild are totally false," said Ridder. "We have received exactly one cancellation notice" as a result of the unions' efforts. Our daily circulation [136,000] and Sunday circulation [157,000] are at an all-time high."

Ridder also asserted that the unions have received wage-raise offers from management in the past three years.

"Nor have we ever proposed that the unions be prohibited from striking," he continued. "We have stated they have that right. What we have proposed is nothing more than other unions at the P-T have accepted."

Ridder contended that management's offers to the two unions are "far less restrictive" than recent agreements ratified by Guild locals in

San Diego and St. Louis.

Smith said the cancellation drive is an alternative to striking.

"Our people can remain working and draw salaries rather than strike benefits," he went on.

The national Newspaper Guild and the Los Angeles County Federation of Labor have approved the tactic, Smith said.

N.Y. Daily News management withdraws offer

New York Daily News management this week withdrew its new contract offer to the Newspaper Guild which called for a 30% wage hike over three years in exchange for more work hours per week and other concessions.

The Guild had requested an extension to consider the proposal.

At the same time, management announced it was terminating contracts with the 10 newspaper unions. The contracts expired at the end of March and since that time both sides were operating under the terms of those pacts.

Terminating the contracts after expiration means that management has the option of changing the work rules.

As *E&P* went to press this week, a management spokesperson said there were no plans to change the working conditions at present.

A *New York Times* story quoted a "senior news executive" as stating that he expects the negotiations to continue until June, when the company would probably declare an impasse if no agreement has been reached.

At that time, new work rules would be established and the unions would have to decide whether to abide by them or strike.

News management also continued to run display classified ads seeking newspaper employees with "no experience necessary" for jobs in the pressroom, photoengraving and delivery areas.

Reporter to run for Pa. legislative seat

A Pennsylvania state Capitol reporter for a newspaper company has announced his candidacy for the state House of Representatives.

Albert D. Sterner, the former editor of the *Evening Sun* in Hanover and a Harrisburg reporter for 12 Thomson newspapers across the state, said he would run as a Republican candidate for the 193rd District.

"It's a personal goal," Sterner said. "I've always been interested in government and politics and, as a journalist, I'm familiar with much of what is going on with the district."

Sterner said he would resign his job to campaign for the Legislature.

Donald Dorr has held the seat since the district was created in 1971. Sterner is the fifth Republican to enter the race.

— AP

Firing of UPI reporter upheld

Arbitrator says management was justified in firing Greg Gordon for writing book that was not in the best interests of the wire service

By George Garneau

United Press International justifiably fired reporter Greg Gordon because the book he was writing — and refused to submit for prepublication review — was not in UPI's interests, an arbitrator has ruled.

"There is something psychologically indigestible about an employee passing judgment on his employer's efforts to save the business and the jobs of perhaps several thousand employees that does not sit well," contract arbitrator Robert Ables ruled March 28. (UPI claims 1,150 full-time employees.) Ables upheld Gordon's firing last June, not on grounds of insubordination, as UPI had stated, but based his disparaging conclusion about UPI in *Down to the Wire: UPI's Fight for Survival*, co-written with former UPI managing editor Ron Cohen. The book was published five months after he was fired for insubordination.

Gordon appealed his ouster under the outside work provisions of UPI's contract with the Wire Service Guild. Binding arbitration hearings were held in January. In hearings, UPI said it had information from unidentified sources that revealed the then-unpublished manuscript was "detrimental" to UPI. After Gordon refused to turn over the manuscript, he was fired.

In a 17-page ruling, Ables rejected UPI's demand for prepublication review and claims Gordon was insubordinate.

However, quoting critical passages from the book, Ables said, "By no stretch of the imagination could the book be said to have been beneficial to any employer interest, which is an agreed standard in the contract provision on outside activities."

Gordon showed "biases" against UPI and "seemed to have departed from his role as analyzer and reporter of historical events to that of commentator on current events," Ables said, allowing that another "critical, historical report may pass muster on the conflict rules."

The ruling repeated this passage from near the end of the book: "... There was no single reason for UPI's plunge from robust competitor

to cowering dwarf. But if the wire service indeed had any chances against these outside forces, they were squandered repeatedly by owners and managers either inept, ill-suited or unwilling to rise to the challenge."

If an employee "effectively declares war against his employer," Ables said, "... he must do it from outside his job. Writing a book about an employer is no different than other jobs. A certain loyalty to the employer must be presumed. Public criticism, which may destroy the subject, is not in keeping with honorable relations between employers."

If an employee "effectively declares war against his employer," Ables said, "... he must do it from outside his job."

A 1986 letter from then-UPI president and chief executive officer Luis Nogales authorizing Gordon to write the book without UPI control did immunize Gordon from the decisions of later managers, Ables said, noting that Gordon had been looking for a job and had an interest in profiting from the book.

The ruling made no reference to First Amendment issues or to any damage to UPI as a result of the book.

Gordon attempted to keep the book off the arbitration record, claiming that since it had not been published when he was fired, it was not relevant.

"I find the ruling legally and logically indigestible," said Gordon, an investigative reporter nominated by UPI for eight Pulitzer Prizes during 18 years. He has since joined the *Detroit News'* Washington bureau.

"Ables accused me of conflict of interest for something that wasn't even published," based on heresy that the manuscript was derogatory, Gordon said. "I think the ruling is flat wrong."

The arbitrator's decision is final and binding by contract, and an appeal to civil court would cost more than the several months' pay at stake.

"We do not see this decision

impinging in any way on First Amendment rights," said UPI spokesman Milt Capps. "We think the arbitrator's view of Gordon's disloyalty, lack of objectivity and the injury to UPI is acutely accurate. Moreover, we feel this underscores our earlier statement that Mr. Gordon and his co-author, Ron Cohen, simply did not do a complete job of reporting in *Down to the Wire*. The sense of malice that we felt throughout UPI... was profound."

He said the company, which was disappointed and angered by the book's "cursory and even flippant" treatment of efforts to save the news

service, felt no guilt about its efforts in "protecting it from any who would attempt to cast UPI back into disarray."

Within a week of the ruling, the Society of Professional Journalists gave Gordon and Cohen its Sigma Delta Chi award for research about journalism, citing their "great strides toward setting the record straight."

American IPI elects officers

The American Committee of the International Press Institute, meeting in Washington during the American Society of Newspaper Editors convention, elected two members to the board of directors and re-elected four others.

The new members are Joseph Lelyveld, *The New York Times*, and Norman Pearlstine, *The Wall Street Journal*. They succeed George Chaplin of Honolulu (retired) and John McGee, *Charleston (W. Va.) Daily Mail*, who went off the board automatically because they had service six years.

Re-elected to the board are: Larry Jinks, Richard Wald, Tom Winship, and John McMeel.

IN BRIEF

Ontario Council: sportswriters must reveal interests

Newspaper sports pages are no refuge from disclosures of journalistic conflicts of interest, the Ontario Press Council has ruled.

In a March 15 adjudication, the council sternly rejected the contention of the *Toronto Sun* that "one does not look in the sports pages for objectivity."

The council said *Sun* corporate sports editor George Gross should have acknowledged that he is on the board of directors of the Toronto Ontario Olympic Committee when he published a column attacking a group that opposes a 1996 Olympics bid by Toronto.

In its first response to the complaint from the anti-bid group, Bread Not Circuses Coalition, the *Sun* suggested it was reasonable to assume any Toronto sportswriter would support the Olympic bid.

In a hearing before the council, however, a *Sun* representative said that Gross' affiliation with the Olympics bid had gone unmentioned only because of an oversight.

The *Sun* did note that the writer's connection with the Olympic Council had been repeatedly demonstrated in newspapers and on radio and television broadcasts.

The council said its adjudication against the *Sun* "might not have been necessary if the *Toronto Sun*, instead of saying one does not look in the sports pages for objectivity, had declared in its original response that it would ensure its policy on identification is followed in the future."

Ontario's press council is a voluntary group, including members of the public, all of the province's daily newspapers and many of its weeklies, which hears complaints about press coverage.

Southam Inc. board modifies original shareholders' rights

Southam Inc.'s board of directors has approved modifications to the shareholder protection rights plan it originally adopted and announced Feb. 1.

The amended plan will be submitted to shareholders for approval at the

annual and special meeting scheduled for May 3 in Toronto.

The plan is based on the permitted bid concept, whereby a takeover bid must be made on identical terms to all shareholders for 100% of the outstanding shares. A takeover bid not meeting the conditions of a permitted bid would result in the exercising of rights already issued to shareholders entitling them (other than the acquiring person) to acquire shares of Southam at a 50% discount to the market price.

The changes do the following: raise the share ownership threshold that would trigger exercising the rights to 20% from the previous 15%; provide an exemption for professional fund managers and trust companies managing portfolios of unaffiliated persons; eliminate the requirement for a bidder to provide a fairness opinion and pay half the costs of a special meeting of shareholders called to consider a bid; and shorten to five years from 10 years the period before which shareholder approval of the plan is again required.

As it did at the time the shareholder protection rights plan was first adopted, Southam said it is not aware of any present or impending bid for a change in control of the company,

Press Council will advise Md. students

A group of newspaper publishers and editors from the Maryland, Delaware and D.C. region has agreed to serve on the newly formed Press Council of Capital News Service, the student reporting bureau of the University of Maryland's College of Journalism.

The bureau, which began operation this winter in downtown Annapolis, consists of Maryland journalism students covering state government and public affairs issues with stories submitted to daily and weekly papers in the region. Plans call for a second bureau in downtown Washington, D.C., within a year.

The 12-member Press Council will provide guidance and advice to faculty director Vanessa Gallman, former metro editor of the *Washington Times*, and the College of Journalism.

Members of the council include three University of Maryland, College Park, alumni: Denise Perry, editor, the *Easton* (Md.) *Star-Democrat*; James E. Pokrandt Jr., publisher, the *Banner* newspapers, Cambridge,

Md.; and Michael Powell, managing editor, the *Frederick* (Md.) *News-Post*.

Other council members include: Sam Barnes, editor of the *Carroll County* (Md.) *Times*; Ed Casey, executive editor, the *Annapolis* (Md.) *Capital*; Judith Roales, president, *Independent Newspapers*, and publisher, the *Delaware State News*, Dover; John Rouse, publisher/editor, the *Bowie* (Md.) *Blade News*; Lowell Sunderland, zone edition editor, the *Baltimore Sun*; Edwin Warfield IV, president, the *Daily Record*, Baltimore; John Wilson, assistant managing editor, the *Washington Times*; Tom Graham, executive editor, Patuxent Publishing, Columbia, Md.; and Bob Matthews, executive editor, the *Baltimore Afro-American*.

Southam Focus is launched

Southam Graphics Group announced the launch of a new company called Southam Focus, which will concentrate on direct marketing and business mailing systems markets.

It is intended to offer a wide range of products and services by integrating Southam's facilities in data management, print technologies, electronic imaging and fulfillment systems.

In a company release, André Beudet, group president of business forms and specialty printing, said, "As far as we're concerned, personalized marketing and business communications are the way of the future . . ."

Vice president of Southam Focus is Barry Scruton, who remains Southam Paragon Graphics vice president and general manager (Central).

Ky. papers reprint series on schools

Eight Kentucky newspapers have joined together to inform readers about political abuses of the state's public schools.

The *Lexington Herald-Leader* first highlighted the problems in a 12-part series "Cheating Our Children." Arrangements were made with seven other newspapers to carry the series in its entirety in a 24-page full-color section, and an additional 9,000 copies were distributed to individuals and organizations throughout the state.

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FoIA

(Continued from page 14)

"We are trying, and, heaven knows, we can use some suggestions," Bush said.

Bush took both sides when questioned about the cost of investigating leaks to the press.

Referring to the failed \$250,000 FBI probe of how word leaked about an investigation of Rep. William Gray (D-Pa.), Bush said he "strongly supported" what he called "a legitimate attempt" to halt such leaks, but later stated, "Well, I can't be defending that as a particularly prudent use of the taxpayers' money."

"I don't know how to answer your question," Bush said. "I mean, if there's something really bad, why, I think we ought to find out what happened . . . and punish the person that does something, if it's against the law, certainly."

Rejecting as unserious allegations by some reporters that he is too secretive, Bush declared "some things should be protected" — but neglected to say exactly which. He conceded, however, that chasing leaks was "extraordinarily hard" and none he knew of had damaged national security.

Bush praised the press for contributing to the "revolution" as Communist nations moved toward democracy last year. He also supported freedom for Terry Anderson, the Associated Press correspondent held hostage for five years in Lebanon.

Electronic system to buy, sell media

An electronic system for buying and selling media is being offered to advertising agencies and media buyers by MediaQuote.

Manhattan-based parent company Telmar Group Inc. said the \$50 monthly subscription to MediaQuote allows sellers to list their availabilities and for buyers to view and respond. A \$35 transaction fee is charged to the seller when buyers respond, and there is no charge to the buyer for viewing, responding or buying.

MediaQuote's Transact system provides a listing of the media opportunity, including description, rate, date and contract. The listing will remain active on the system until sold or the offer expires. An electronic media directory provides value-added information about each seller.

SPJ names interns

The Society of Professional Journalists has named its two freedom of information interns for 1990, who will spend 10 weeks researching and writing about FoI issues while assisting SPJ's FoI committee and First Amendment counsel prepare the annual SPJ Freedom of Information Report.

Mitchell Hartman, a student at the Columbia University Graduate School of Journalism in New York, is the Barney Kilgore Freedom of Information intern. Anne Lucey, in the second year of a J.D. degree at the University of Maine School of Law in Portland and holder of a B.A. in journalism from the University of Maine, is the First Amendment Center intern.

Soviet

(Continued from page 17)

that the "key word" for the news media of both nations is responsibility.

Klein, however, deplored the Soviet's recent barring of U.S. consular officials and correspondents from Lithuania.

Another panelist, Amy McCombs, general manager of KRON-TV in San Francisco, an arm of the Chronicle Publishing Co., said the recent openness in the Soviet Union was revealed in an unprecedented Soviet-American poll conducted in 1988 by the U.S. research firms, Market Opinion Research of Detroit and Martilla & Kiley of Boston, and the Institute of Sociology of the Soviet Academy of Sciences.

KRON and the *Detroit News* were among the participating media organizations.

Soviet and American citizens were asked identical questions but there were some differences in responses, according to the survey results released last year, McCombs noted.

Soviet pollsters allowed Muscovites to be asked their opinion of President Gorbachev and religion, but rejected a question about sexual satisfaction.

An Institute researcher told the U.S. group that "Satisfaction with sexual life would be considered decadent. We're still in the Middle Ages here."

The panel was moderated by Dean Mills, dean of the School of Journalism, who spent three years as Moscow bureau chief for the *Baltimore Sun* and who speaks Russian fluently.

Rape

(Continued from page 10)

who rapes white women," he said.

The five-part Des Moines Register series on Ziegenmeyer's rape attracted national attention and spurred renewed debate among journalists, rape specialist and the public about the long practice of withholding from the public the names of rape victims.

Minorities

(Continued from page 11)

the number who take the professional plunge," said John Greenman, incoming ASNE minorities chairman and managing editor of the *Akron (Ohio) Beacon Journal*.

"It takes a pretty determined black journalist to walk into a newsroom of white journalists and make the situation work," according to Lucy May, managing editor of the *Daily Northwestern* in Chicago.

Judging from the numbers, that rule applies to newspapers in general.

CWO&O names five for regional offices

Cresmer, Woodward, O'Mara & Ormsbee Inc. has named the regional sales managers for the five offices of its new Chicago-based division, CWO&O/Regional Markets Group, which is responsible for the marketing and sales of 92 middle market newspapers and operates independently from CWO&O's existing sales organizations.

The new regional sales managers are: Robert P. Boyd, former assistant sales manager of CWO&O's Chicago office, to general sales manager/Chicago; Gregory McNally, who joined CWO&O after four-and-a-half years with Landon Associates in New York, to Eastern regional sales manager/New York; Steven D. Schuh, who signed on with CWO&O after five years with the Papert Companies in Dallas, to Western regional sales manager/Dallas; Ira L. Griffith, former sales rep for Branham Publishers Representatives in Miami, to Southeast regional sales manager/Atlanta; and Kenneth D. Huebner, who previously worked in sales and sales management positions at Mature American and TL Enterprises, as well as serving as manager in the Detroit office of Landon Associates, to Central regional sales manager/Detroit.

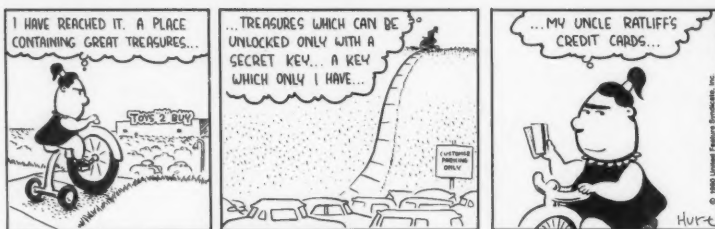
'Queen of the Universe' strip stars an odd little girl

A comic called "Queen of the Universe" is being introduced May 7 by **United Feature Syndicate**.

The self-appointed queen in Sam Hurt's strip is a girl named Peaches, whose "desire for control causes her to take the upper hand with her easily confused Uncle Ratliff and anyone else who comes within 10 feet of her," noted United. Peaches does act nicer to her baby brother Tykie, and is friends with young "interplanetary sheriff" Kareem.

"Queen" is an offshoot of Hurt's "Eyebeam" comic, which has appeared in the *Austin American-Statesman* and a number of college papers — including the one at Hurt's University of Texas alma mater. "Eyebeam" has also spawned seven book collections.

"In the 'Eyebeam' strip, Peaches gradually began to assert herself into



This kid's favorite plastic toys have account numbers.

a leading role," said Hurt, who lives in Austin with his wife and young son. "She became something like a force of nature beyond the control of me or the other characters."

Hurt's cartooning career began in 1978 when he created "Eyebeam" — featuring a law student — for his college paper. The comic came to the *American-Statesman* in 1983, the

year Hurt earned his law degree. It was also the year Peaches first appeared in "Eyebeam."

Clients for the daily and Sunday "Queen" include the *American-Statesman*, *Chicago Tribune*, *Dallas Times Herald*, *Los Angeles Times*, *Minneapolis Star Tribune*, *Rocky Mountain News*, *San Diego Tribune*, and *Seattle Times*.

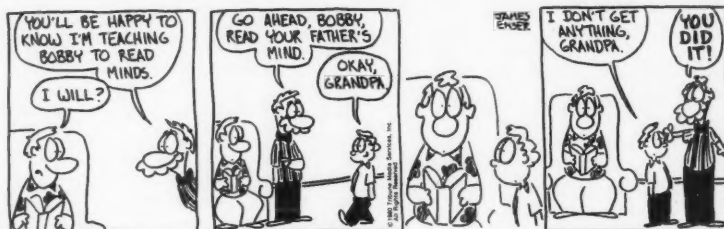
'Grandpa Zeke' comic strip features a zany oldster

A comic starring an eccentric grandfather is being introduced April 23 by **Tribune Media Services**.

The title character in James Emser's "Grandpa Zeke" is a wisecracking and mischievous man who is "adored by grandson Bobby, indulged by daughter Margie, and endured by son-in-law Mortimer."

Emser has worked as a gagwriter for two syndicated comics, and created gags and cartoons for *The New Yorker*, *Saturday Evening Post*, *National Lampoon*, *Saturday Review*, and *Writer's Digest*.

The St. Louis cartoonist has been working with Lew Little and Mary Ellen Corbett of **Lew Little Enter-**



Grandfather knows best in this cartoon household.

prises for several years — first on a comic called "Bob Has a Good Time" and then on the daily and Sunday "Grandpa Zeke."

Emser's client papers include the

Dallas Morning News, *Denver Post*, *Los Angeles Daily News*, *Minneapolis Star Tribune*, *Orange County Register*, and *St. Louis Post-Dispatch*.



Lona O'Connor

Feature discusses career matters

A working/careers column published in the *Detroit Free Press* since 1982 is being self-syndicated.

Lona O'Connor's 650-word feature discusses getting jobs, getting ahead, getting along with co-workers, and more. Often included in the weekly column are short quizzes and answers to reader questions.

"I help my readers solve their real-life problems," said O'Connor. "They want to know when to say no,

how to rewrite their résumés, and how to succeed without stepping on people."

O'Connor worked as a reporter, editor, and photographer at the *Free Press* for 12 years before becoming a free-lance journalist. Her writing has appeared in *People*, *Cosmopolitan*, *Woman*, *Historic Preservation*, *Advertising Age*, and elsewhere.

The columnist is based at P.O. Box 810091, Boca Raton, Fla. 33481-0091.

'EarthWorks' contains tips to help the environment

A weekly column featuring tips on how to help preserve the environment has been introduced by Universal Press Syndicate.

"EarthWorks" talks about recycling newspapers, car pooling, planting trees, using cloth diapers, switching to energy-saving light bulbs, installing "low-flow" shower heads, and more.

Each column discusses why and how doing the above actions will

make a difference, offers addresses for obtaining more information or the product itself, and so on.

"It all begins with the simple things," said columnist John Javna. "Once you get involved, understanding that everything you do has an impact on the environment, it never leaves you. I want to make it easy for people to feel good about their ability to make a difference. I want people to know that it's up to them — they've got the power to help keep the world

livable for future generations."

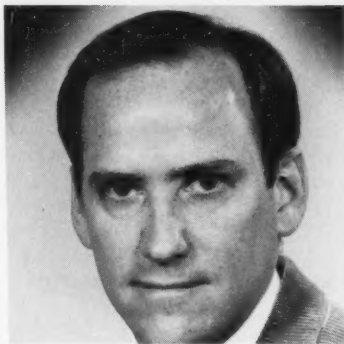
Javna authored, along with a group of writers and researchers, the best-selling *50 Simple Things You Can Do to Save the Earth* (EarthWorks Press). Another book — *50 Simple Things Kids Can Do to Save the Earth* — will be published by Universal's Andrews and McMeel this spring, and a 1991 calendar is planned.

The columnist has also written a number of popular culture books, including *60s!*, *The Best of TV Sitcoms*, and *Uncle John's Bathroom Reader*.

And the San Francisco-area resident was the founder of the Real Good Toys company, the caretaker of an Oregon gold mine, and a bluegrass musician in New Mexico.

Clients for "EarthWorks" — one of several environment-related features introduced the past year or so by Universal and other syndicates — include the *Baltimore Sun*, *Detroit News*, *Houston Chronicle*, *Philadelphia Inquirer*, *Rocky Mountain News*, *Salt Lake Tribune*, *San Diego Union*, *San Francisco Chronicle*, and *San Jose Mercury News*.

Bob Gorrell has moved to Copley



Bob Gorrell

Bob Gorrell of the *Richmond (Va.) News Leader* is now part of Copley News Service's 10-person editorial cartoon package.

Gorrell, who was formerly with *North America Syndicate*, joined the *News Leader* in 1983. His work has also appeared in *Newsweek*, *U.S. News and World Report*, and *Business Week*, and was included in *A Cartoon History of the Reagan Years* (Regnery Gateway).

The University of Virginia graduate has won four consecutive first-place awards in the Virginia Press Association's annual cartoon competition.

Many more mad at Schwartzman

It now appears that at least 25 cartoonists and writers were allegedly victimized by syndication attorney/agent Arnold Schwartzman, according to former Schwartzman clients Martha Smith and Ted Rall.

Smith and Rall added that they and some of the other 23 or so creators are considering a class-action suit against Schwartzman, and are trying to determine how many people might be interested in joining this potential legal action.

"I want to be sure justice is done as much as possible," said Rall, a New York City resident who does "The Other Cheek" comic for *College Press*

Service. Smith is a *Providence (R.I.) Journal-Bulletin* staffer who writes the self-syndicated "Singlsmith" column.

They and other former Schwartzman clients accuse the attorney/agent of misleading them about syndication possibilities and misusing their money (see *E&P*, March 10 and 24). And *United Feature Syndicate* and *Creators Syndicate* have sued Schwartzman for alleged syndication document forging and more.

Schwartzman's Dayton, Ohio-based attorney could not be reached for comment.

—David Astor

Loftis is elected president of NFC

Houston Chronicle vice president/editor Jack Loftis has been elected president of the Newspaper Features Council.

Loftis — who succeeds Universal Press Syndicate president John McMeel — said the illiteracy problem
(Continued on page 40)

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SYNDICATES/NEWS SERVICES

(Continued from page 39)

is among the issues he would like to see the NFC concentrate on during his two-year term. A "Cartoonists for Literacy" event took place prior to last year's NFC meeting in Dallas, and drawings from the project are scheduled to be exhibited this October at Lever House in New York City.

Loftis added that he would like the NFC to attract more members, especially newspaper editors. Members currently include newspaper editors, syndicate executives, cartoonists, columnists, and others. *Detroit Free Press* Marty Claus managing editor for features and business is now heading the NFC membership efforts.

Other officers elected at the NFC's April 3 board of directors meeting in Washington, D.C., included Tim Kelly, first vice president; Robert Reed, second vice president; and Joseph D'Angelo, secretary/treasurer. Kelly is executive editor of the *Lexington (Ky.) Herald-Leader*, Reed is president of *Tribune Media Services*, and D'Angelo is president of *King Features Syndicate*.

New NFC board members include *Los Angeles Daily News* managing editor-features Jane Amari, *Philadelphia Inquirer* associate managing editor-features Ron Patel, and *New York Times Syndication Sales Corporation* executive vice president John Brewer.

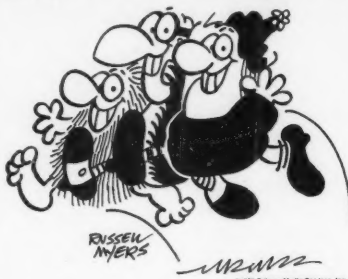
The new NFC program chairperson is *United Feature Syndicate/Newspaper Enterprise Association* senior vice president/editorial director David Hendin.

Loftis said the NFC's next annual general membership meeting is slated for this October in Montreal.

—David Astor

Myers strip soon 20

Russell Myers' "Broom-Hilda," which appears in over 200 newspapers via *Tribune Media Services*, will



Russell Myers and his characters.

turn 20 on April 19.

Myers, who was born in Kansas and now lives in Oregon, wrote and illustrated Hallmark cards while seeking syndication. He received numerous rejections before succeeding with "Broom-Hilda."

News about awards

Columnist Art Buchwald of the *Los Angeles Times Syndicate* has received the Burkey Award from the Writers Guild of America East.

In other prize news, "Frank and Ernest" cartoonist Bob Thaves of *Newspaper Enterprise Association* has won the Punster of the Year Award from the 74,000-member International Save the Pun Foundation. An example of a Thaves pun: What are Alaskan island lensmakers called?

"Optical Aleutians."

And editorial cartoonist David Wiley Miller of the *San Francisco Examiner* and *North America Syndicate* has won a first-place award in the California Newspaper Publishers Association's annual competition.

For fans of Williams

A Californian who started a booster club for Dr. Walter Williams (see *E&P*, December 9) is now publishing a newsletter for fans of the libertarian/conservative columnist.

Among the material in Jim McClarin's *Boosters Bulletin* is a list of Williams' speaking appearances, such as one at Holy Cross College in Massachusetts April 3 and another at the Vermont State Libertarian Convention in Burlington April 7.

Williams, 54, does the weekly "A Minority View" for *Heritage Features Syndicate*. The George Mason University economics teacher has also authored four books and written numerous articles.

A businesslike strip

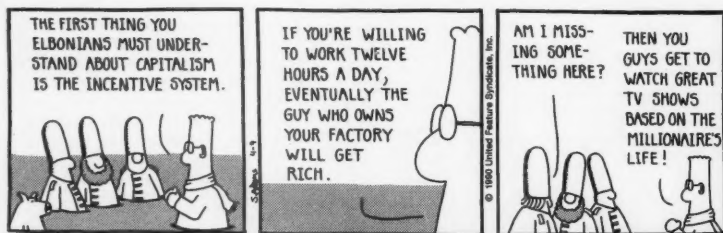
New York Newsday is offering the "Funny Money" comic as part of its revamped Sunday business section.

The strip—developed by *Newsday* deputy business editor Bill Zimmerman and drawn by *Newsday* editorial cartoonist Dan Shefelman—takes a satirical look at business events of the previous week.

Zimmerman said "Funny Money" is sent each week to school classrooms for use in teaching business and economics. A teacher's guide is included.



Newsday's business week.



Several early April "Dilbert" strips by Scott Adams of *United Feature Syndicate* have been satirizing the changes in Eastern Europe.

Shop talk

(Continued from page 52)

respondents acknowledged a rigorous writing program was essential to proficiency, they balked when it came to the frequency of assignments that we in journalism know is vital.

When I began teaching writing to high schoolers, frequency was my watchword. The experience from five copydesks and four editorial pages taught me how to process two in-class themes per week from 130 students, with 48-hour turnaround. This feat did not endear me to cohorts, one of whom hid weeks of uncorrected themes in his car trunk; nor were they willing to let me share how I did it.

I now know that nearly 90% of English teachers in one state feel assessing themes is solely responsible for their burnout, huge numbers of them fleeing the classroom.

To save sanity and physical health, those who do stay seem to have been using the assessment-avoidance modalities from the highly popular *How to Handle the Paper Load*. This book features 31 techniques to escape frequency: journal writing, free writing, peer evaluations that last for at least two weeks, extensive revisions (another two weeks), conferences (three weeks), or grading only one out of 10 submissions. The growing assessment industry is teaching the English profession how to whip through a composition within two minutes, just looking for one "primary trait" as is done by assessors on the Scholastic Aptitude Tests.

Sitting across from Miss Protheroe as she reviewed my daughters' writing process, I was only too well aware of the lack of frequency and real-world writing in her class. Eyes glazed over when I talked about frequency in journalism; she pointed out "studies show frequencies doesn't correlate with proficiency."

I was one of the few parents with temerity to cross Protheroe and studies but, again, that came from being both journalist and former English teacher.

I knew, too, that the public and blue-ribbon commissions have been excoriating English faculties for generations about their inability to produce graduates who have basic writing skills. I was frustrated that Ms. Protheroe could not see that English and journalism can help each other.

Today, I know that Miss Protheroe secretly hated teaching writing, had to spend more than 25 hours per month outside of class every time she

assigned a theme (which meant she had almost no personal life if she were doing her job), generally was considered an expendable drudge by administrators; she was grossly underpaid by copydesk standards, despite the lip service by public officials about writing competence being an essential skill; she was handling high class enrollments no other discipline would tolerate, and she was full of despair that all of her composition lessons and assessments were ignored by students.

Of course, the Protheroes have been battered like this for years. The newest attack is that the assessment industry is subtly forcing her to teach composition their way and at ruinous expense to school districts — \$30,000 per test is not unusual for an average district.

It might well be that administrators could decide to dispense with English teachers altogether and, instead, let outside SAT-like cram courses provide composition instruction. Our profession, however, can provide cooperative help to English faculties if they begin to see where their elitist sedateness has led them.

A just-released white paper, from the Conference on College Composition and Communication, now has been dispatched to thousands of high school and university administrations. It deplores the appalling treatment of those who train the prospective Misses/Messrs. Protheroe: low pay, few fringe benefits, lack of promotion/tenure opportunities, poor working conditions, but such conditions have existed for over a century.

Nearly 30 years ago, a former English chair called the situation: "... unprofessional and fiscally irresponsible; for the youth are, at best, receiving minimal training, while the departments of English spend the substantial monies [from dozens of required freshmen composition courses] to finance their chauvinistic literary empire building."

His idea was to move composition to education departments, to draw faculty from journalism; professional writers and editors; successful high school composition teachers; speech, reading, psychology, and education departments.

Why not? We should be first in line to offer our services — particularly copy editors who teach their craft in journalism departments; other helping hands ought to be extended to English departments, college and high school.

Why don't we offer summer fellowships to composition faculty on our copydesks?

God knows, a comparison of their

salaries with those of a copy editor would bring them in droves; and they would be superb vacation fill-ins.

Or how about staging a summer short course on assessment for high school English teachers, taught by copy editors given leave time and paid healthy stipends? My data say most teachers are fed up with workshops run by professors and "those who've fled the trenches"; they know we are in the trenches.

Ultimately, the newsroom also would be benefited because those Misses Protheroe might turn out better writers and save their sanity and physical health as well; certainly they might become enthusiastic and, even, sense some fellowship with us. They would learn how professional editors assess writing with efficiency and effaciousness.

At present, a Ms. Protheroe who is burning out, who hates to teach writing, who never has made her living at our craft can scarcely exude the kind of energy and enthusiasm that we do. Our attitudes are catching, one of the reasons why journalism succeeds in getting average students finally to demonstrate writing skill, output, creativity.

For years, the Misses Protheroe appear to have had to uphold traditional disdain of journalism. We journalism types certainly sense her chilly vibes at PTA conferences even as we notice bulletin boards studded with newspaper and magazine clips. Pride seemingly prevents the English profession from reaching out to us even while its members may concede that Ambrose Bierce and H.L. Mencken — and thousands of their stripe — probably could do a far better job at teaching composition than they do.

But we need to recognize that attitude as a defensive stance of, say, the poor relation. In the spirit of Twain and Hemingway, Bierce and Mencken, we can and should reach out to our beleaguered cousins.

Knight Foundation gives \$1.36 million

The Knight Foundation has awarded \$1.36 million in grants, the largest of which, \$1 million, went to Kent State University to endow a chair in writing named for John S. Knight, late editor emeritus of Knight-Ridder Newspapers.

Other grants went to programs furthering journalism education of minority students and to groups that work to protect press freedom.

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Mueller-Martini labeling machine & 1/4 folder

Northeast Industries, Inc.
(213) 256-4791 FAX (213) 256-7607

Mailroom Equipment

7 - IDAB 440 Stackers
5 - IDAB. Bottomwrappers
10 - Signode tyers + MLN2A
Good condition, just removed from production, under PM program, average age 8-10 years. Make offer for all or part. Contact Lisa Gossage (813) 893-8180.

NEWSPRINT FOR SALE

28-30 LB NEWSPRINT ROLLS all sizes
BEHRENS International
485 E. 17th St., Suite 400
Costa Mesa, CA 92627-3265
Telephone: (714) 646-5565

PHOTOTYPESETTING

2 Compugraphic DAWN workstations, 40 Mb. drives, CG 308 laser printer. CG scanner. All equipment good condition 2 yrs. old. Must sell! Call Mike Bennett

Two Autologic APS-5U's; 5 inch CRT's; 70 picas; 5MB disk drive; six/eight level paper tape readers; DCOS and APS-SET 5 operating systems. Xitron 101 interface boxed. Available late summer. Well maintained and running now. Also spare parts. Call John McDermott (208) 522-1800.

TYPESETTING

8400 Qualex Typesetter
Front End - 3 Years Old
System Consists Of:
Compugraphic - one previewer, one controller preview
Zebra 2500 - one developer
Qualex 5000 - two monitors, one mainframe, two hard disc 117 areas, two keyboards + Alter-text disc converter
BEST OFFER. Contact Larry Finkelstein (201) 972-1170

EQUIPMENT & SUPPLIES

PHOTOTYPESETTING

PARTS/PCB's & SUPPLIES

for
COMPUGRAPHIC
and
other major systems

BOB WEBER, INC.
Tel. (216) 831-0480
Fax (216) 831-1628

PRESSES

Complete 8-unit Urbanite press substructure, Y-columns, pedestals, box frames, digital reel, tensions and pasters.

Double width goss R.T.P.'s. May be engineered and machined to fit your presses.

Alleman & Associates Inc.
(505) 294-0450

Consolidated Stitcher + 225 3 pockets with cover feeder 4th & 5th knife.

4 Unit Goss Community w/folder and accessories. Late 70's.

8 Unit Goss Community w/2 folders & accessories. Late 70's.

8 Unit ATF 22-3/4" x 35" w/ accessories including incinerator for pollution control.

Contact Don Schneider
(216) 725-4161

CURRENT LISTINGS

22" cutoff
Goss Colorliner, 31 print couples (E footprints), double 160 page folder, 50" RTP's, 1990
Goss Metro, 10 units, 1 deck
Goss Metro, 5 units, 3 decks

22-3/4" cutoff:
Goss Metro, 8 units, 2 decks
Goss Urbanite, 8 units, 3-color,
Goss Urbanite, 5 units
Goss Urbanite add-on units
Goss Urbanite '1000 series folder
Goss SC, 8 units, 1973-83
Goss Community, 4 units, 1975
Goss Community U.O.P. 3-color unit
Goss SC folder
M.A.N. UniMan 2/2, 4 units, 2 decks

Miscellaneous:
Custom-Bilt trimmers, TK30G (2)
Upper formers for Community, SC, SSC, and Urbanite folders

ONE Corporation/Atlanta
(404) 458-9351 FAX (404) 458-5836
D.E.V. Horizon 1400 upper units, 21 1/2, interchangeable with Community units. Four available. \$19,000 each.
ONE, Atlanta. (404) 458-9351.

—FIRST LINE QUALITY—
Newsprint, High-brite uncoated groundwood, Coated groundwood, and much more.
Manufactured to your specifications.
Contact: George Pappas, VP National Sales
Lewmar Paper Co.
386 Park Ave. South, Suite 210
New York, NY 10016
Tel. (212) 889-0600
FAX (212) 889-0889

EQUIPMENT & SUPPLIES**PRESSES**

FOR SALE
Consolidated 225 Stitcher 3 pockets
with cover feeder.
4th and 5th knife.

4 unit Goss Community w/SC Folder
and accessories.

8 unit Goss Community w/2, SC Folders
and accessories

8 unit ATF-22.750"x 35" w/
accessories including incinerator for
pollution control.

Gowe Printing Co.
620 E. Smith Rd.
Medina, OH 44256
Contact: Don Schneider
(216) 725-4161

**Invest in Your Future.
Subscribe to E&P Today!
Call (212) 675-4380**

EQUIPMENT & SUPPLIES**PRESSES**

GOSS COMMUNITY
REBUILT
Units-Folders-Parts
GUARANTEED
Press-Components
Complete Presses

Offset Web Sales, Inc.
73 N. Sunset Dr.
Camano Island, WA 98292
1-(800) 343-0097
FAX (206) 387-9090

GOSS COMMUNITY add-on compo-
nents 1976 3 rebuilt units, SC folder
with 1/2, 1/4 and double parallel. 60
HP Fincor motor and controller avail-
able March 1st.

BELL CAMP INCORPORATED
(201) 492-8877 FAX (201) 492-9777

Harris RBC-2 Folder 1974. Excellent
condition. Must see. For sale by owner.
Contact Whit Sutherland (203)
646-0500.

EQUIPMENT & SUPPLIES**PRESSES**

MAN UNIMAN 4/2 - Double wide 22"
cutoff, 6 units with color cylinders (2 Y
units) 2:3:2 folder. Almost new
condition.

Bell Camp Incorporated
(201) 492-8877

Press 22 3/4"

GOSS

— Community SC, 4 units, 1972
— Community, 3 units, 1972
— Urbanite 900 series 7 units, 1
folder, R/s

— Metro, 2 add on units
— Metro, 2:1 folder

HARRIS

— N-845-6 units, RBC-2, 1974

— N-850-6 units, 1983, RBC-2

— V-25-8 units, 1980, JF-25

— V-15D-6 units, 1976, JF-7 folder

KING

— ColorKing-5 units, KJ-8, 1970

— NewsKing-6 units, KJ-6, 1976

BELL CAMP INCORPORATED
(201) 492-8877 FAX (201) 492-9777

EQUIPMENT & SUPPLIES**PRESSES**

GOSS
7-Unit Community, SC folder, small
daily - pristine condition
3-Unit Community, 1967 oil, wkly.
available now

1-Unit Community, oil lub, weekly -
excellent condition
Add-on SSC Community 1978

6-Unit 600 series Urbanite

4-Unit 500 series Urbanite

Add-on Urbanite units and folders

5-Unit 1100 series Suburban

2-Unit Signature with folder, 22-3/4"

2-Unit Signature with folder, 23-9/16"

HARRIS/COTTRELL

5-Unit Harris V-15A 1974/86 JF7

3-Unit V-15 A 1967 w/JF7, good condi-
tion and available now

JF7 folders and add-on units

7-Unit Harris V22 w/upper former,
available now

KING

4-Unit News King, available now

2-Unit News King, available now

Add-on units, folders and upper formers

MISCELLANEOUS

Enkel splicer, ribbon deck, press drives,
ink pumps, gluers and more.

**ARE YOU CONSIDERING
SELLING YOUR PRESS?
CALL THE LEADER FOR CASH!**

INLAND NEWSPAPER MACHINERY
CORPORATION
Lenexa, Kansas
(913) 492-9050 fax (913) 492-6217

GOSS COMMUNITY

6-unit, SC folder, single web ribbon
deck, motorized comps, motorized circ.
reg.

6-unit, SC folder, crosshead, double
parallel, motorized comps, motorized
circ. reg.

SC folders with tape delivery

SC mono units - 22 available

8-unit SSC 21-1/2" press, 1 4-high, 2
2-highs, 2 SSC folders, ribbon deck,
full motorization closed loop register
systems, 2 tandem Martin splicers and
decking, clutches

MISCELLANEOUS

2-Enkel tandem splicers

2-Enkel single splicers, right angle turn
bars with blowers

Baldwin count-o-veyors, 108s, 104s

4-custom built three-knife trimmers

1-Maren Bailor system

GOSS URBANITE

4-floor units

4-stacked units

1-folder (includes all platforms)

DEV 1400 HORIZON (HEATSET)

2-4-highs

2-ribbon decks

2-folders, full motorization/closed loop
register systems, vertical ovens, chill
rollers. Can be seen running, warranty
available.

DEV 1400 HORIZON STACKED UNITS

22-3/4" CUTOFF

5-units available, all rebuilt, full
warranty

DEV Industries, Inc.

Contact: Randy Coakly

1(800)548-1641

FAX (708)860-7049

ONE GOSS MK II PRESS 22 3/4"

8 - Units, digital reels

4 - Color humps

1 - Single 3:2 Imperial folder

New SCR motor and drive in 1986

ONE GOSS MK V 22 3/4" (S/N 4018)

8 - Units

4 - Color humps

3 - Half decks

1 - Double 3:2 folder

2 - Angle bar nests

8 - 42" digital reels

INLAND NEWSPAPER MACHINERY

CORPORATION

(913)492-9050Fax# (913) 492-6217

GOSS METRO PLANT

YEARS OF MANUFACTURE 71-72-85

18 - Three Color Units (Re-conditioned as new.)

19 - Mono Units

Cut-off 23 9/16" (60 CMS)

The present inking systems are to be replaced with the very latest in inking technology.

5 - 3/2. Regular imperial folders.

5 - Balloon formers,

Folders completely rebuilt providing 160 page capacity, new single position skip slitters, pneumatic registers, pneumatic trolley's and nipping arrangement, lap and pin adjustment on-the-run, driven lead-in roller assemblies, formers, air cushioned, all moving parts chromed to a high quality finish, (re-conditioned as new).

Turner bars and upper press arrangement.

Rebuilt, providing double width pneumatic registers; comfortable access thru-out the upper press arrangement; turner bar assemblies with alternate web spacings, 1/4 slits available as required.

REELSTANDS. BRAND NEW 45" GOSS AUTO-PASTERS.

Reel room height to press room level. Is presently 140" inches. This can be increased with a supplementary intersection bedrail.

The 45" reelstands can be arranged as single entry or double entry with clear access providing safe access for conveying reels with automated guided vehicles (A.G.V.'s.)

Complete sets of engineered drawings are available. The press lines can be configured to your exact requirements.

Also available immediately: new 45" Goss auto-pasters.

Please contact:

PRINTING PRESS SERVICES INC.

U.S.A.

(216) 441-1730

FAX (216) 883-8724

ENGLAND

0772-797050

FAX 0772-717611

AUSTRALIA

08 356 7883

FAX 08 353 5493

Or Write To:

Joseph McManamon
Printing Press Services, Inc.
Seller St. Factory
Preston, England PR2 5EU

EQUIPMENT & SUPPLIES

PRESSES

HARRIS N-845
Available now, 6 units, 2 RBC - 2
folders, 2 autopasters, ribbon deck,
imprinter, bay window, console and
many extras.

Bell Camp Incorporated
(201) 492-8877

PRESSES

Goss Urbanite Folder-918.
Goss Urbanite Units
Goss Urbanite Rollstands
Goss Urbanite Drives
Goss Urbanite 1/4 folders
Goss Urbanite Balloon formers
Hoe Colormatic 3-2 folder 23-9/16"
C.O.
Hoe Balloon Formers
Goss Balloon Formers
Guilmont Quarterfolder and Trimmer
Goss RTP's 40 and 42 inches
Goss Mark 2 Half Decks and Hump
Goss Mark 2 Half Decks and Humps
Goss Double 2-1 folder 22-3/4" C.O.
Goss Skip Slitters all C.O.
Goss Portable Ink. Fountains
Hoe Skip Slitters all C.O.
Paper roll track and roll dollies
We stock spare parts for most presses
We do press rebuilding
We do machinery moving and erecting
Northeast Industries, Inc
(213) 256-4791 FAX (213) 256-7607

WEB OFFSET PRESSES

8-Unit Goss suburban 1000 Series,
2-SC-Folder
3 Hantscho Mark II units as Add on,
22-3/4" c.o.
4 Units Harris V-25, JF-4 folder, 1/2,
1/4 D.P.
1 Harris V-22 unit completely rebuilt
for sale or exchange
3 Harris V-25 as add-on units
4 Harris V-15A units completely rebuilt
for sale or exchange
Harris upper former for V series folders.
Sheeter, Clark-Aiken from a Harris V
series press, 22-3/4" by 36" double-
width

MIRACLE INDUSTRIES, INC.

259 GREAT HILL RD.
NAUGATUCK, CT 06770
(203) 723-0928 Fax (203) 723-0394
(800) 526-7558

215 Coastline Road
Sanford, FL 32771
(407) 321-3505 Fax (407) 330-7556

EQUIPMENT & SUPPLIES

PRESSES

PRICE REDUCED
FOR IMMEDIATE SALE
4-Unit 1984 Windmoeller Hoelscher
flex press with 3 half decks, double
3:2 folder & RTPs. Cut-off is 23-9/16"
but can be reduced to 22". Available
for immediate removal.

Inland Newspaper Machinery Corp.
(913) 492-9050 Fax (913) 492-6217

SCANNING EQUIPMENT

RZ Linoscan 3040 Direct Screen Scan-
ner. Excellent condition. For sale by
owner. Contact Whit Sutherland (203)
646-0500.

WANTED TO BUY

Mycro-Tek 550 controller with classifi-
fied sort package and interface to Apple
Laser Plus. Jim (303) 476-0555.

HELP WANTED

ACADEMIC

Anticipated position in journalism to
teach news editorial courses. Rank
open. Anticipated hire date of August,
1990. Master's degree required,
professional experience and Ph.D.
preferred. Salary negotiable. Applica-
tion deadline is June 1, 1990. Send
resume with cover letter to William E.
Giles, Director, Manship School of Jour-
nalism, Louisiana State University,
Baton Rouge, Louisiana 70803. LSU is
an Equal Opportunity, Affirmative
Action Employer.

UNIVERSITY OF ALABAMA

Master's program invites applicants
who have demonstrated, or shown
potential for, excellence in journalism.
Assistantships. Write Journalism
Department, Tuscaloosa, AL
35487-0172 or call (205) 348-7155.

E&P Employment Zone Chart on page 51.

HELP WANTED

ACADEMIC

JOURNALISM. Instructor or assistant
professor. Full-time temporary position
beginning Fall 1990 semester. Central
Michigan University, committed to
diversity as an educational value and to
taking affirmative actions to ensure
equal opportunity in all areas of the
University, invites applications from
qualified individuals to teach introduc-
tory mass communication course, plus
professional courses in at least one of
the following areas: news editorial,
advertising, graphics. Requirements are
commitment to both teaching and
research/creative activity, plus either a
Ph.D., ABD, significant progress toward
Ph.D., or bachelor's degree with signif-
icant professional accomplishment in a
journalism-related field. Rank and
salary dependent on qualifications.
Yearly renewal possible. Send letter of
application, detailed current resume,
and names and telephone numbers of
three references to: Michael Petrick,
Chair, Search Committee, Department
of Journalism, Central Michigan Univer-
sity, Mt. Pleasant, MI 48859. Official
transcripts and three letters of recom-
mendation will be required of finalists.
For fullest consideration apply by May
21, 1990.

Kansas State University offers an
outstanding master's degree program in
journalism. Teaching assistantships
available at \$6,500 a year plus fee
reduction for 20 hours work per week.
Applicants must have good professional
experience, an acceptable score on the
Graduate Record Examination (GRE),
strong undergraduate grades, and three
letters of recommendation. Write Dr.
Carol Oukrop, Director, School of Jour-
nalism, Kedzie Hall, Manhattan, KS
66506

GENERAL MANAGER

Daily newspaper in 35,000
circulation range located in
highly desirable West Coast
community seeks proven
newspaper professional to
head all non-news functions.

Our privately owned paper
seeks excellence in achieving
the paper's goals, maintain-
ing its esteemed position in
the community, and growing
as a viable and profitable
business enterprise.

The individual we seek will be
degreed and have thorough
understanding of advertising,
circulation, production,
financial, and labor relations
areas and will have experi-
enced bottom-line responsi-
bility.

This is a great opportunity for
the right person. Send
resume and salary require-
ments to **Box 4588, Editor &
Publisher.**

HELP WANTED

ADMINISTRATIVE

BUSINESS OFFICE MANAGER
Daily newspaper. Hands on participa-
tion and supervision of data processing,
accounts receivable, payroll and
employee benefits. IBM and SII compu-
ter network. Managerial experience in
newspaper industry a plus. Excellent
salary and benefit package. Send
resume and brief cover letter in confi-
dence to: Publisher, The Daily Herald,
PO Box 717, Provo, UT 84603.

PUBLISHER. New England community
newspaper group has an opening for an
experienced publisher. The position
requires someone with ability to
manage the expense and revenue sides
of a million-dollar budget. The success-
ful candidate will be a marketing-
oriented executive with a strong back-
ground in business, circulation, and
especially ad sales. Send resume to Ron
Tremblay, Worcester County Newspa-
pers, 25 Elm St., Southbridge, MA
01550.

ADVERTISING

ADVERTISING DIRECTOR

30,000 daily in Zone 8 seeks aggres-
sive, innovative, and experienced
"hands on" professional to lead retail
and classified sales departments. Must
be well-organized, creative, and a
skilled strategist and motivator with a
lead-by-example approach. Sales and
management experience essential for
competitive market. Excellent working
conditions in a beautiful mountain
setting. Send resume and cover letter to:
Publisher, The Daily Herald, PO Box
717, Provo, Utah 84603.

ADVERTISING MANAGER

Seeking highly motivated, sales-
oriented, shirtsleeve pro. Must possess
solid track record of selling and motivat-
ing others to sell. Excellent salary and
benefits. Live on beautiful Guam and
work with hungry and determined team.
Send resume to Manager, Box 7093,
Tamuning, Guam 96911.

ADVERTISING DIRECTOR

A small but aggressive state capital
newspaper, 11,000 Sunday through
Friday, is looking for the right Advertis-
ing Director to live and work in a fine
community.

If you are stymied in your position, or
the number two person with no place to
go, and you can demonstrate that you
can sell, motivate and manage people,
you may be the person we are seeking.
Duties include hands-on selling and
servicing of accounts, leading a staff of
three to better results, management of a
TMC product, creation of sales tools
and promotions. Show us your track
record. Experience with computer-
generated advertising will help.

Salary, commission and first-rate bene-
fit package. Present Ad Director retiring
and available for assistance and transi-
tion work.
Address all replies to: Box 4611, Editor
& Publisher.

CLASSIFIED ADVERTISING MANAGER
Established community newspaper
group in NYC suburbs, circulation
150,000 and growing, seeks CAM to
expand our department. Must be excel-
lent recruiter/trainer with the promo-
tional skills necessary to build on our
record of rapid growth in a highly
competitive market. Excellent compen-
sation. Send resume, salary history to
Box 4542, Editor & Publisher.

*What you really value is
what you miss, not what
you have.*
Jorge Luis Borges

MOVING?

Don't forget to send us your label!

Your mailing label contains valuable
information for our subscription de-
partment. When you send us your
label along with your change of
address, we are able to expedite
transferring the information and
therefore give you uninterrupted ser-
vice!*

Thank you for your assistance!

*Allow approx. 4 weeks for change to go through.

*****3-DIGIT 306
02158
*****8/24/89
1
JOHN ESTER
NESTER ASSOCIATES, INC.
NESTER DRIVE
NEW YORK NY 10017 30325



Editor & Publisher

11 West 19th Street • New York, N.Y. 10011 • 212 675 4380
FAX# 212 929 1259



HELP WANTED**ADVERTISING**

CLASSIFIED MANAGER wanted for the Lewiston Morning Tribune, a 25,000 circulation daily. Lewiston is located at the confluence of the Snake and Clearwater rivers - the Gateway to Hells Canyon. Enjoy excellent boating, steelhead fishing, and year round golf in scenic North Central Idaho. Supervise a staff of seven (7) salespeople involved in inside and outside sales. Salary plus MBO, full benefit package including 401K program. Send resume and cover letter to: Carol Riedle, Human Resources Director, Lewiston Morning Tribune, P.O. Box 957, Lewiston, Idaho 83501. No phone calls please!

CLASSIFIED REAL ESTATE CATEGORY MANAGER

The Seattle Times/Seattle Post-Intelligencer JOA is looking for a high performance individual to lead our Real Estate category staff of outside, inside, and support sales people into the 1990s. This person must have solid classified advertising management experience and the know-how to develop positive customer/staff relations. This person must also have the ability to quickly grasp product pricing, forecasting, and budgeting issues, then formulate plans of action to increase market share. Excellent salary, benefits, and future growth opportunities. Send resume to:

M.R. Morley
Human Resources Manager
The Seattle Times Co.
98111

CLASSIFIED TELEPHONE SALES MANAGER

Major metropolitan newspaper has opening for an experienced Classified Telephone Sales Manager. Minimum of 2 years management experience required. Experience on Atex and experience in a competitive market a plus.

Excellent salary, commission and benefits package. Send cover letter, resume, and salary history in confidence to:

Box 4528, Editor & Publisher.

EOE

HELP WANTED**ADVERTISING**

Experienced Advertising Director needed immediately for 15,700 Tuesday - Sunday AM daily located in the heart of the historic North Platte Valley of Western Nebraska. State of art technology throughout with responsibility including management of solid staff of 23 in all phases of sales and production from conception to selling, to electronic order entry to pagination. No job for a beginner, but will consider candidate with good credentials a computer budgeting experience. Prefer degree in related field. Must be a self-starter, possess good leadership qualities, and have a record of accomplishment. Excellent salary and MBO, normal fringes. Reports to publisher and has full departmental authority. Interested? Don't wait! Job open May 1, 1990. Fed/Ex or mail resumes to Marc W. Anthony, Publisher, Star-Herald Publishing Co., 1405 Broadway, Scottsbluff, NE 69361.

Publisher/Advertising Director for boating publication in Southern California. Shirtsleeve job with growing national company. Some sense of the sea necessary. Reply to INC, 1353 Plain St., West Warwick, RI 02893. Attn: Ted Holmberg.

No man, for any considerable period can wear one face to himself, and another to the multitude, without finally getting bewildered as to which may be the truth
Nathaniel Hawthorne

RURAL weekly newspaper offers superb advertising salesman opportunity to be publisher of large-circulation county seat publication. Zone 5. Minimum 2 years experience and ability to handle or learn to handle all phases of newspaper publishing. Combination first-year minimum salary/fringes/profit sharing mid-20's. Write Box 4585, Editor & Publisher. Chance for equity and moving up in our group of non-metro newspapers. Send resume and letter. Please include present earnings.

HELP WANTED**ADVERTISING**

Retail Advertising Manager

Great opportunity to lead the sales team of the fastest growing newspapers in Nebraska. Must have sales and promotional planning experience. Will supervise a staff of six. Daily circulation of 13,000 plus TMC. Send resume and salary requirements to: Julie Speirs, Advertising Manager, Kearney Hub, PO Box 1988, Kearney, NE 68847

ART/GRAPHICS

Newstar, a high quality monthly news magazine, is seeking a versatile artist with excellent design, layout, illustrative and production skills. Applicant must be able to meet monthly deadlines and have Macintosh and colour experience. Knowledge of photography helpful. Send resume, salary history and samples to:

Managing Director
Star Communications Ltd.
PO Box 497G
Grand Cayman, BWI

ARTS/GRAPHICS

Newstar, a high quality monthly news magazine, is seeking a versatile artist with excellent design, layout, illustrative and production skills. Applicant must be able to meet monthly deadlines and have Macintosh and colour experience. Knowledge of photography helpful. Send resume, salary history and samples to:

Managing Director
Star Communications Ltd.
P.O. Box 497G
Grand Cayman, BWI

Graphic artist with balanced abilities to produce Macintosh maps, charts and graphics as well as illustrate news, sports, business and feature stories. Four-person department of 185,000 daily, 225,000 Sunday newspaper, which serves Central Texas and the state's capital city. Send resume, samples of work to Mark Freistedt, News Graphics Director, Austin American-Statesman, PO Box 670, Austin, TX 78767. No phone calls, please.

HELP WANTED**ART/GRAPHICS**

Seek adventure and travel? The European Stars and Stripes, in Darmstadt West Germany, a 120,000 circulation two-color daily tabloid serving American service members and their families needs a GRAPHIC ARTIST.

Applicant must have:

- Strong design and illustration skills for layout of daily features and Sunday Magazine
- Two years specialized experience communicating information through use of visual materials
- Graphic or Fine Arts Degree
- Experience with informational graphics on Macintosh computer
- Prior newspaper experience

Starting salary \$24,705 per annum plus tax-free living quarters allowance, group insurance and a variety of privileges and benefits including military PX commissary etc. Round-trip relocation expenses paid. Three year renewable service agreement required.

Call (212) 620-3333 or write European Stars and Stripes, Room 401, 252 7th Ave., New York, NY 10001, for an application form. Return it with a letter, resume and non-returnable tear sheets and samples of your work directly to the Civilian Personnel Office, European Stars and Stripes, APO NY 09211-4211. Applications must be postmarked no later than 20 April 1990.

CIRCULATION

CIRCULATION DIRECTOR: Ideal opportunity for a No. 2 man to move up from assistant to manager. Leadership, strong personnel, organizational skills required. Contact Maurice Williams, Free Press, PO Box 129, Kinston, NC 28502. (919) 527-3191.

Great opportunity exists for an individual who can show enthusiasm and motivation as crew manager for our Florida West Coast newspaper group. Come enjoy the beautiful gulf beaches and warm sunshine. Send resume and cover letter to Ron Smith, Circulation Manager, Venice Gondolier, 200 E. Venice Ave., Venice, FL 34285.

EDITOR-IN-CHIEF

Ducks Unlimited, Inc., North America's leader in wetlands conservation, is seeking an Editor-In-Chief for its magazine with vision and proven editorial and management skills to take an already outstanding publication to new heights. Degree or equivalent, editorial and publishing experience required. Conservation background desirable. Send resume with salary requirements to:



Human Resources Dept.
DUCKS UNLIMITED, INC.
1 Waterfowl Way
Long Grove, IL 60047

An Equal Opportunity
Employer M/F/H

ADVERTISING DIRECTOR

Press-Enterprise is seeking an individual for the Advertising Director position. The Press-Enterprise is a six-day morning daily, 70% plus penetration, 23,000 paid circulation, good growth rate. Staff of 20 responsible for retail, classified, T.V. Book, T.M.C. Co-Op and telemarketing via strong managers.

Ideal candidate should come from competitive market and be futuristic in vision.

We offer an excellent compensation and benefits package including a 401-K Program.

Send introductory letter and resume, including salary requirements to:

Gloria J. Kremer
Human Resources
Press-Enterprise
3185 Lackawanna Ave.
Bloomsburg, PA 17815

HELP WANTED**CIRCULATION**

CIRCULATION DIRECTORS
Increase Your Circulation

Expanding, Full service, Zone 5

Contractor with a proven record
seeks new and challenging markets

Zone 3, 4, 5, 6 F.J. Helderle
1-(800) 662-7397

CIRCULATION MANAGER

National newspaper is seeking home delivery manager for southeast region (zone 4). Responsibilities include directing and motivating large field staff, transportation and distribution of all home delivery through independent contractors. Position requires frequent travel and candidate must be willing to relocate. We are looking for an individual with a proven record in circulation sales, service, distribution, and staff development. Must have good communication skills. Excellent salary, incentive and benefits package. Send cover letter, resume, salary history and requirements in confidence to: Box 4587, Editor & Publisher.

We are an affirmative action, equal opportunity employer.

CIRCULATION DIRECTOR...

in our very competitive suburban market. 42,000 Daily, 47,500 SUN. An aggressive, upbeat newspaper in the fastest growing county in NJ is looking for a proven track record in sales and service, a positive attitude, a "can do" approach, and a burning desire to succeed.

Excellent salary and benefits for the individual willing to accept the challenge. Send resume to:

Stanley M. Ellis, General Manager
Burlington County Times
Route 130 North
Willingboro, NJ 08046

CIRCULATION SALES MANAGER

A large newspaper group is seeking highly motivated individuals with a minimum of 5 years experience in Circulation Management at newspapers in the 10,000-30,000 range. The ideal candidate should be experienced in all areas of Circulation including sales, staff development, collections, TMC distribution, single copy sales and customer service. Opportunities are unlimited with our company if you possess the skills and desire to be successful. College degree with competitive market experience is a real plus. Send your resume and salary requirements to:

Box 4600, Editor & Publisher.

CIRCULATION SALES MANAGER

Expanding group of suburban Long Island weeklies (150,000 circulation) has career opportunity for professional with superior skills in communications, public relations and marketing. Phone room experience a must, as is a basic knowledge of computers, postal regs, TMC programs, and direct mail. No carriers or crews to deal with—we are almost 100% mail with some single copy. Send resume, salary history to: Box 5453, Editor & Publisher.

Take a GIANT step...

Place a Positions Wanted ad
in E&P. Write:
E&P Classified Advertising
11 West 19th St.
New York, NY 10011

HELP WANTED**CIRCULATION**

MOVE AHEAD IN THE 1990's

The opportunity for career-minded District Sales Managers now exists in this recently established JOA Newspaper Agency in Zone 2. We're looking for experience and a track record with emphasis on Customer Service and recruitment. As a 100,000 circulation newspaper we are moving into the 1990's in a big way. Become part of this exciting challenge. We offer top scale salary and bonus package, paid health insurance and generous benefits. EOE M/F
If you are interested in growing with us, send your resume to:

Nello Stover
York Newspaper Co.
PO Box 14401
York, PA 17404

SALES CREW LEADERS

Nation's leading newspaper marketing group seeks three Crew Managers for its Chicago division. Guaranteed salary, medical and dental insurance, paid vacation time. Career Advancement opportunities. Contact Bill Kary at 1(800)877-7176, or reply to: Sunset Crews, Inc. 33808 Groesbeck Rd., Fraser, MI 48026.

ZONE MANAGER

Growing 22,000 6 day PM daily seeks dynamic manager ready for new challenges. Responsible for the training, supervision and performance analysis of 5 district sales managers. Develop district staff to increase circulation, improve service and recruit carriers. Advancement opportunities. Competitive salary and incentive programs. Regional applicants preferred. Send resume and salary history to John Brennan, Circulation Director, The Hour, 346 Main Ave, Norwalk, CT 06851.

EDITORIAL

A major metropolitan newspaper in the midwest, with a daily circulation of more than 400,000, seeks a staff writer for its Sunday Magazine. Candidates must have at least three years daily newspaper experience; self-starter; highly motivated and creative and be able to write about a variety of subjects. Magazine experience preferred. We offer an excellent salary (23-41K) and an exceptional benefits package. Send cover letter, resume, clips to: Box 4571, Editor & Publisher.

ASSISTANT CITY EDITOR

Our 37,000-circulation daily needs a person with strong editing skills to help a city editor and another assistant manage and lead 10 young reporters. Editing and management experience preferred, but we are ready to consider someone with proven reporting skills and a demonstrated ability to handle people. If you're interested in moving into management at a Gannett newspaper, please send resume and clips to Lee Cearnal, Editor, The News-Star, Box 1502, Monroe, LA 71210.

ASSISTANT METRO EDITOR

The Southern Illinoisan, the dominant regional newspaper 35,000 circulation, is looking for an assistant metro editor. We need solid reporting background, with copy editing, planning and supervisory experience. Layout experience is desired, and the job may entail some production responsibilities. Send resume, work samples and views on local news coverage and management principals to Tom Woolf, The Southern Illinoisan PO Box 2108, Carbondale, IL 62902 EOE/M/F. A division of Lee Enterprises, Inc.

HELP WANTED**EDITORIAL**

Assistant Editor

If you enjoy a challenge, can edit copy quickly and can motivate and inspire a staff of 12 writers, we want to hear from you. A 20,000 circulation daily in the middle of Oregon's timber county is seeking well-rounded journalist. Send resume to The News-Review, Box 1248, Roseburg, OR 97470.

Assistant metro editor. Night desk supervision and production on Gannett's 56,000 circulation a.m. paper in Central New York. Write: Jack Marsh, executive editor, Observer-Dispatch, 221 Oriskany Plaza, Utica, NY 13501. Or (315)792-5000. EOE.

ATTORNEY-JOURNALIST

Attorney with newspaper and legal experience wanted. Send resume, clips, salary requirements to: Michigan Lawyers Weekly, 333 S. Washington, Lansing, MI 48933.

Award winning Ohio daily looking for a reporter to cover county beat that produces a lot of news. Beginner or up to two years experience. This is 9600 circulation, six-day paper in bustling N. Central Ohio city. Call or write Doug Koerner, Norwalk Reflector, 61 E. Monroe St., Norwalk, Ohio 44857. Tel. (419) 668-3771.

BUSINESS EDITOR/REPORTER

The Hawk Eye in Burlington, Iowa has an immediate opening for a business editor/reporter. The successful candidate will cover breaking business in agricultural news for an award-winning 20,000 circulation newspaper in southeast Iowa, in addition to producing an aggressive Sunday business section. Good pay and benefits. Send resume and clips to Dale Alison, PO Box 10, Burlington, IA 52601.

CALIFORNIA-BASED, employee-owned, business photojournalism service must fill a position on the east coast. We write magazine articles and offer the gamut of editorial services to Blue Chip corporate clients. Do you have excellent skills and discipline as both a writer and photographer? Would you like to work for a company that links earnings to productivity and offers a liberal benefits program? If you thrive under pressure, genuinely enjoy people, like traveling and are willing to work out of your home, send resume, salary history and recent writing and photography samples. Journalism degree required. No novices. Write to Box 4614, Editor & Publisher.

CITY EDITOR

The Newport Daily News seeks a city editor to lead a talented staff of nine reporters in covering one of the most exciting communities in the country. We will hire a person whose writing sets an example for others to follow and who has newsroom leadership experience. We want to be the best small daily in New England. Tell us how you can help us meet that goal. Write David B. Offer, Editor, The Newport Daily News, 101 Malbone Road, Newport, RI 02840. Deadline May 1. No phone calls please.

CITY EDITOR

The Meridian Star, an award-winning, 25,000 circulation Sunbelt daily has an immediate opening for a city editor with the experience and ability to direct the news staff, make assignments and handle a heavy volume of local copy accurately, and quickly. Send resume, salary history and work samples to: Managing Editor, The Meridian Star, PO Box 1591, Meridian, MS 39301. Telephone (601) 693-1551.

HELP WANTED**EDITORIAL**

COPY EDITOR - for southeast Pennsylvania newspaper, Metropolitan PM daily. Must be skilled in working with experienced reporters, spotting and correcting weaknesses in stories. Sharp headlines and layouts also expected. Good community, solid newspaper where quality counts.

Send resume and clips to Personnel Manager, Lancaster Newspapers, Inc., 8 West King Street, PO Box 1328, Lancaster, PA 17603.

COPY EDITOR: Energetic, creative copy editor needed to complete staffing on a hard-working, fast-paced desk. Copy ranges from long features and analyses to two-sentence cop briefs, major international news to covered-dish supper announcements. Experienced preferred, but it's also a great job for young talent. Send cover letter, resume, work samples and references to: Bert Gault, Assistant Managing Editor, Watertown Daily Times, 260 Washington St., Watertown, NY 13601. Deadline for application is April 28, 1990.

COPY EDITOR - for 20,000 circulation Knight-Ridder daily. Must be fast, accurate and versatile as well as creative with headlines and page design. Northeast South Dakota offers quality hunting, fishing and recreational lakes. Send letter, resume and work samples to Heidi Reuter, Managing Editor, Aberdeen American News, PO Box 4430, Aberdeen, SD 57402. Not sure if you should apply? Call me to talk about it at 1-(800)658-3427.

Copy Editor - Versatile quality copy editing, creative headline writing, and an eye for outstanding page design. Must be fast, accurate, fair and have good news judgment. Send letter, resume, and tearsheets to Jim Willis, Managing Editor, Birmingham Post-Herald, PO Box 2553, Birmingham, AL 35202.

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merchandise for
the newspaper trade.**

EDITOR-WRITER needed. Prefer woman. 5,000 county seat semi-weekly. Edit copy, take pictures. Professional or will train. Allan Evans, (913)483-2118.

You can't expect to
win unless you know why
you lose.
Benjamin Lipson

COPY EDITOR

Move up! Join a team of
vigorous copy editors on
a 7-day daily in the New
York metro area. Good
pay with excellent perks.
We pay moving costs.
Resume, cover letter,
clips to:

Box 4523,
Editor & Publisher.

HELP WANTED**EDITORIAL****EDITOR**

Immediate opening for experienced, versatile, innovative person with proven magazine or newspaper editing background. We're looking for a strong leader with keen news judgement and top-notch skills in wordsmithing, design, layout, coordinating projects and an ability to challenge our editorial staff. Experience with Macintosh preferred. Publications include a high quality monthly news magazine and a 500 page annual guidebook. Send resume, salary history and clips to:

Managing Director
Star Communications Ltd.
PO Box 497G
Grand Cayman, BWI

EDITOR

Award-winning 90-year-old weekly newspaper in a prestigious Westchester, NY, community seeks editor-in-chief. This demanding but rewarding position requires a strong writer/editor with layout capability, extensive newspaper experience and proven management and community relations skills. Send resume and clips to: Deborah White, Publisher, The Scarsdale Inquirer, PO Box 418, Scarsdale, NY, 10583.

Experienced copy editors wanted. Applicants should have accurate copy editing skills, with a flair for writing succinct, clear headlines. Layout and pagination experience desired. We offer an excellent salary (23-41K) and an exceptional benefits package. Please send resume and work samples to: Rosemary Kovacs, Night Managing Editor, 1801 Superior Ave., Cleveland, OH 44114.

HELP WANTED**EDITORIAL****EDITORIAL WRITER**

One of America's biggest and best editorial pages, located in Zone 5, is looking for one of the country's best editorial writers. We seek editorial board candidates with a passion for public affairs and the ability to express that passion lucidly and persuasively. Our politics are pragmatically progressive; we are particularly interested in writers with expertise in environmental, Third World and social issues, and with a flair for humorous and offbeat editorials.

Previous editorial writing experience is desirable but not mandatory; strong reporting skills are essential. We are an affirmative action/equal opportunity employer. Send cover letter, resume and writing sample to: Box 4602, Editor & Publisher.

MANAGING EDITOR

The Daily Reflector, a 18,250 daily, 21,000 Sunday independent newspaper in Greenville, North Carolina, is seeking a talented, energetic individual to direct its news operations. The successful candidate should possess strong leadership and interpersonal skills; solid experience in newsroom management; and the ability to oversee development of an information package designed to meet reader needs and interests in a growing, changing market. Please send resume and salary history in strict confidence to: D. Jordan Wichard, III, General Manager, The Daily Reflector, Inc., PO Box 1967, Greenville, NC 27835.

HELP WANTED**EDITORIAL****EDITORIAL REPORTER**

The Southern Illinoisan, a 35,000 circulation daily that recently was rated the best small paper in Illinois in a survey of editors and educators, is looking for a versatile reporter. We need someone who is at home with hard news and features and can give us an extra dimension with special projects and in-depth reporting. Send resume and clips to Tom Woolf, Metro Editor, Southern Illinoisan, PO Box 2108, Carbondale, IL 62902 EOE/M/F. A division of Lee Enterprises Inc.

Experienced reporters are being sought to be part of an expanded suburban coverage plan that would revolve around an aggressive new zoning system. Candidates must be self-starters and be willing to cover suburban communities, possibly out of suburban bureaus. Applicants should have a good command of the English language, and ability to identify, secure and write news stories succinctly and clearly against daily deadlines. We offer an excellent salary (23-41K) and an exceptional benefits package. Send cover letter, resume and clips to: Box 4570, Editor & Publisher.

FEATURES EDITOR

The Burlington (VT) Free Press seeks a creative energetic organized leader for its daily and Sunday living sections. You'll head a strong staff of writers covering a vibrant entertainment market and a variety of lifestyle topics. Previous experience in features a must. Send resume, examples of layouts and/or writing samples to Ron Thornburg, Editor, The Burlington (VT) Free Press, 191 College St., PO Box 10, Burlington, VT 05402-0010.

Hard-nosed hard-news high-energy reporter for high-growth area needed to join veteran staff on three-times weekly, soon to be daily in Zone 8. There are plenty of good stories, and you'll be asked to lend a hand from time to time on the desk. We're grossing with our city, and we offer good pay, benefits, and a good working environment. Send resume, clips to: Box 4620, Editor & Publisher.

HARD-EDGED, HARD-DRIVING BUSINESS REPORTER sought to cover the business and practice of law in Atlanta. Must have solid credentials, sophisticated clips. Reply: Richard Gard, Daily Report, 190 Pryor St., S.W., Atlanta, GA 30303. (404) 521-1227.

INDUSTRY REPORTER

Magazine publisher seeks experienced reporter/writer for newly created position with desire to live and breathe in the IBM S/3X and AS/400 market. A broad vision, good business ethics, and an enthusiastic personality a must. Previous S/3X and AS/400 or other computer knowledge valuable. Must be willing to travel. Send resume, cover letter, writing samples, and salary history to: H.R. Manager, Duke Communications International, PO Box 3438, Loveland, CO 80539 EOE

MANAGING EDITOR

25,000 (MS) independently owned daily needs experienced person to lead editorial staff of 26. Send resume with references to Lawson Grant, PO Box 331, Danville, VA 24543.

MANAGING EDITOR well-versed in community news to direct coverage in 16 towns and two universities including University of Connecticut. Solid editing and leadership skills needed for young staff at 12,000 daily. Resume and letter "Why I'm the editor you want" to George Geers, Editor, The Chronicle, One Chronicle Road, Willimantic, CT 06226.

HELP WANTED**EDITORIAL****MANAGER, NEWS SERVICE**

The Congressionally-chartered AMERICAN CHEMICAL SOCIETY, the largest scientific society in the world, is actively staffing a key position in its Department of Communication. This individual will direct all activities of the News Service including: supervise staff of four, select topics for and edit science articles, arrange press conferences, and place scientists on radio/TV. Requirements include a degree in Chemistry or equivalent, science writing and media relations experience. Excellent benefits. Salary to low \$50's. Send resume, in confidence to:

AMERICAN CHEMICAL SOCIETY
Attn: Personnel EP490
1155 16th Street, N.W.
Washington, DC 20036

Equal Opportunity Employer

MANAGING EDITOR sought for aggressive Atlanta legal newspaper to supervise 8-plus reporters, assist in presentation of daily news. Reply: Richard Gard, Daily Report, 190 Pryor St., S.W., Atlanta, GA 30303. (404) 521-1227.

*The measure of progress
of civilization is the
progress of the people.*
George Bancroft

MANAGING EDITOR

Growing 7,500 circulation of Bucks County, PA's oldest community twice-weekly is looking for an experienced editor to manage its news operation and to oversee the news content of this exciting family owned, four-generation newspaper.

Solid writing, editing, and layout skills will be utilized daily. Self-starters, own-initiative types with high energy levels need only apply. Strong leadership skills to direct and develop young staff of this 100% local news product a definite requirement.

We are searching for someone who will enjoy settling permanently into an exciting and growing Bucks County region who is not afraid to challenge and scoop the larger local daily newspapers.

Minimum 5-10 years editor-apprenticing required. Excellent salary and benefits package will be provided. Send cover letter, resume, references and clips to:

Charles (Ty) Meredith, IV
The Free Press
PO Box 100
Quakertown, PA 18951

Prompt reply promised. Equal Opportunity Employment; M/F

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Editor & Publisher
Classified Ad Dept.
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(Please clearly indicate the box no. you are responding to.)

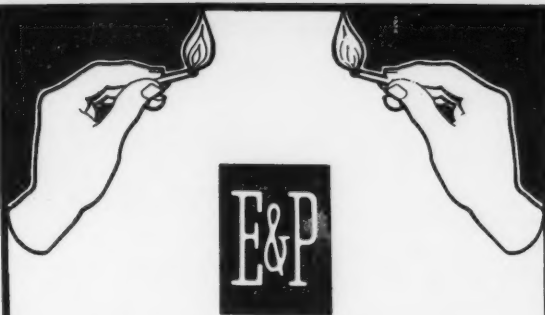
EDITOR & PUBLISHER

You've earned a reputation for excellence. For leadership. For a special ability to recruit and develop a team of exceptionally talented newspaper men and women. If your newspaper hasn't been named one of the best, it's on the way to that distinction. Your standards are higher than most, so people around you are always stretching, and having fun doing it.

Your first priority is people, the right people, and managing those vital resources skillfully. You make things happen through MBWA. Shirtsleeves ... motivating ... nurturing ... writing well ... editing for the reader ... producing a newspaper that makes a difference in the lives of your neighbors.

You didn't expect to be reading this ad ... much less making a move. You're already in a great job running a first-rate newsroom. But this opportunity is irresistible: take an already very good, growing morning newspaper with a distinguished history and make it the best in town. Among the best anywhere. In one of the last remaining two-newspaper markets just granted a 100-year JOA. One hot news town. Become a publisher.

Send your resume and write to learn more about one of today's truly rewarding career opportunities: Editor & Publisher Opportunity, c/o Dave Martens, York Daily Record, 1891 Loucks Road, York, PA 17404. If you're as good as I think you are, this interview should be one of your better experiences.



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Editor & Publisher
11 West 19 Street
New York, N.Y. 10011
212 675-4380



HELP WANTED

EDITORIAL

Music/Features writer for America's oldest regional music magazine. Knowledge progressive music essential. \$13,000 salary. Car necessary. Writing samples, resume to Good Times, PO Box 303, Roslyn, NY 11576.

NEWS EDITOR

Small Northern California daily seeks skilled editor to edit copy, layout sparkling pages and grow into management position. Ideal for reporter seeking first management position. Respond with resume, clips, statement of editorial philosophy to Managing Editor, Oroville Mercury, PO Box 651, Oroville, CA 95965.

Newspaper/Editorial

COPY EDITORS, REPORTERS: Temecula newspaper in Southern California seeks copy editors and reporters who desire career growth and challenge at a fast-growing paper. Requires Bachelor's degree. Must be accurate, diligent and able to dig out the what-it-means as well as the what-happened while meeting deadlines. Tribune Company benefit package. Cover letter, resume, three examples of work to Joseph R. Smith, Managing Editor, The Californian, PO Box 970, Temecula, CA 92390.

NIGHT CITY EDITOR: Editor with hard news experience needed to help direct coverage at 60,000 AM newspaper in a competitive market. Applicants should have at least five years daily newspaper experience and be able to direct overnight and enterprise coverage, supervise reporters, and edit local copy with enthusiasm and care. Resume, tear-sheets, clips to Box 4609, Editor & Publisher.

Olympic sports organization seeks aggressive editor to produce national monthly publication. Duties include features writing, coordinating freelancers, and reporting on tournaments. Photo skills a plus. Relocation not required. Send resume and samples of work by 5/11 to: Scott Mathews, USSTA, 1750 East Boulder, Colorado Springs, CO 80909. EOE.

REPORTER - General Assignment near Washington, DC. Resume to Page Burdette, Evening/Weekend Journal, PO Box 807, Martinsburg, WV 25401.

REPORTERS

Aggressive reporter needed by growing daily in the competitive Washington, DC metro area. Must have at least two years professional experience. WE are demanding, but offer good experience for reporters on the way up. Send clips and resume to Diane Hartson, Managing Editor, Journal Messenger, PO Draw 431, Manassass, VA 22110, or call (703) 368-3101.

HELP WANTED

EDITORIAL

REPORTERS

Gutsy, Zone 2 daily seeking bright aggressive hungry reporters. We offer terrific experience and great news beats, everything from crime to corruption to catastrophes. Spend a year with us and you'll be on the fast-track. Send resumes and clips to Michael Bass, City Editor, The Hudson Dispatch, 409 39th Street, Union City, NJ 07087.

REPORTERS If you're fascinated by what makes a city and its people tick, you might be interested in joining our weekly journal of insight, opinion and fine living, targeted at the top end of one of the nation's fastest growing Sunbelt cities. To compete for one of these two top writing jobs, you should have 5+ years' experience and be one of the top news and feature writers on your paper or magazine. Send us a letter telling about yourself, a resume and your 6 best clips to Box 4615, Editor & Publisher.

**Take a GIANT step...
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New York, NY 10011**

REPORTERS

Immediate openings for aggressive, self-motivated, experienced reporters interested in covering breaking news and news features. Two positions available with high quality monthly news magazine. Knowledge of photography helpful. Send resume, salary history and clips to:

Managing Director
Star Communications Ltd.
PO Box 497G
Grand Cayman, BWI

REPORTER

Experienced reporter to cover robust communities for a small daily. We need someone who is skilled in interviewing, writing and layout and who can handle a camera. Candidates should have an understanding of small-town dynamics and interests, and be willing to live in one of the fastest growing, healthiest regions in the country. Call Charles Freeman at (714) 849-4586.

Reporter wanted for growing Washington State daily to cover our rapidly changing business scene. Responsibilities include reporting and editing functions of daily business page. Send clips, cover letter and resume to Skagit Valley Herald, PO Box 578, Mount Vernon, WA 98273-0578.

MANAGING EDITOR - FCC

Satellite television monthly trade magazine seeks an experienced Managing Editor. Editorial experience involving satellite television and/or cable television a definite plus, as is hands-on telecommunications experience. Located on the scenic California North Coast, this large publishing company offers a competitive salary and an attractive benefits package. Submit resume with salary history, salary requirements, and work samples to: Personnel Director, PO Box 690, Fortuna, CA 95540.

HELP WANTED**EDITORIAL****SPORTS COPY EDITOR**

The Anchorage Daily News is looking for a talented copy editor to be a leader in producing our sports sections. This job not only requires good editing and headline writing skills but also ability in the use of color, graphics, and design. A minimum of five years daily editing experience is required. Send resume, work samples and references list to:

**HUMAN RESOURCES
ANCHORAGE DAILY NEWS
PO BOX 149001
ANCHORAGE, AK 99514-9001**

EQUAL OPPORTUNITY EMPLOYER

Sports writer wanted for a Knight-Ridder twice-weekly newspaper in the Florida Keys. Must have reliable transportation, enthusiasm, and willingness to help out in other areas. Photography helpful. Award-winning staff is committed to excellence. If you are a j-school grad looking for a first-rate paper to call home for at least two years, send clips, resume to Jackie Harder, The Keynoter, PO Box 158, Marathon, FL 33050. No phone calls.

SPORTS layout and editing for quality 40,000 AM daily in beautiful Pacific Northwest. Editing local and wire copy, headlines, page design, story and photo selection. Send resume and clips to Kay Gause, Personnel Director, Yakima Herald-Republic, PO Box 9668, Yakima, WA 98909.

The Daily Journal, a 30,000 PM is seeking reporters. Experience preferred, but there is room for an enthusiastic beginner. The Journal emphasizes local news. Send resume and clips to: Phil Angelo, Managing Editor, The Daily Journal, 8 Dearborn Square, Kankakee, IL 60901. Smoke-free building. No phone calls accepted.

The Vero Beach Press-Journal, where local news reigns, needs a business writer. Our requirements are: at least four years newspaper experience; a thorough knowledge of business terms, reports and operations; an ability to write compelling stories the average reader can understand; a desire to compete and win. We offer good pay and benefits, a friendly and professional working environment, and sand and sunshine. The Press-Journal is a fast growing, AM daily on Florida's Atlantic Coast. Send resume, clips and references to Byron Gray, c/o Vero Beach Press-Journal, PO Box 1268, Vero Beach, Florida 32961-1268.

The Daily Journal, a 30,000 PM seeks an experienced copy editor. Strong grammar/spelling/language skills needed. Good fringe benefits. Competitive salary. Send resume and clips to: Phil Angelo, Managing Editor, The Daily Journal, 8 Dearborn Square, Kankakee, IL 60901. Smoke-free building. No phone calls accepted.

The Waterloo Courier, a 50,000 PM daily in Northeast Iowa, has an opening for an assistant wire editor, preferably with two years experience, although entry-level applicants who have had internships will be considered. Applicants must be confident in their news judgement and layout skills, including front page responsibilities, as well as the ability to learn pagination on some exciting new equipment. Send resume and samples of work to Saul Shapiro, Editor, Waterloo Courier, PO Box 540, Waterloo, IA 50704.

CLASSIFIED ADVERTISERS: If you don't see a category that fits your needs, please call us at (212) 675-4380.

HELP WANTED**EDITORIAL**

Two editorial positions open at our Manchester, TN weekly paper. Editor with at least 2 years supervisory experience; Reporter, with 2 years experience covering all phases of community news. Send resume and clips to Bob Kyer, Box 400, Tullahoma, TN 37388.

WANTED EDITOR

Experienced community journalist to direct staff of growing weekly in one of America's fastest growing cities. Must be familiar with government reporting, photography, page design and newspaper production. Please send resume to Rick Rabenau, Auburn Journal, 1030 High Street, Auburn, CA 95603.

We're looking for a sports fan to run the sports department of our award-winning 22,000 circulation AM daily.

Candidates must have demonstrated management skills and be familiar with hunting, fishing and other outdoor activities. We're seeking someone who knows sports, can separate the magic from the mundane and who appreciates good writing.

The scenic south-central Idaho area offers world-class skiing, hunting, and fishing and easy access to the Sawtooth Mountain recreation areas.

Send resume and three writing samples to Clark Walworth, Managing Editor, The Times-News, PO Box 548, Twin Falls, ID 83303 by May 1.

Canada has never been a melting pot; more like a tossed salad.

Arnold Edinborough

WRITERS

Merideth Corporation seeks two qualified journalists to generate articles for Better Homes and Gardens WOOD magazine. Copy/Production Editor will be responsible for copy editing for style, accuracy, and clarity and monitoring production schedules. Staff Writer will produce articles of interest to wood turners, carvers, and woodcraft enthusiasts.

Successful candidates must have college degree in Journalism and minimum 3 years technical writing experience, interest and hands-on experience with woodworking, and excellent journalistic skills.

Location: Des Moines, Iowa

Send cover letter, resume, writing samples and salary history in confidence to:

Ms. Rock
Corporate Manager
Staffing Services
Box 748
Merideth Corporation
Locust at 17th
Des Moines, IA 50336

Equal Opportunity Employer

WRITERS WANTED:

Growing chain of Southern California community newspapers seeking beat reporters, business, features and sports writers. Join a great team and live in the best place in the world. Send cover letter, resume, writing samples and references to:

CNNI
11636 Jarrito Court
San Diego, CA 92127

HELP WANTED**FREELANCE****CREDIT UNION WEEK**

Independent, aggressive weekly news tabloid pays \$25 to \$300 cash for tips, leads, articles on fast-growing CU industry. Trends, technical, marketing battles, legislative -- we want it all. FAX (407) 627-7335 or phone (407) 627-7330.

EARN \$500

REPORTERS/EDITORS can earn \$500 for each article of 750-900 words published by FineLine, the Newsletter on Journalism Ethics. If you've faced a difficult ethical dilemma in your career, send it to FineLine. For information, 1-800-736-0897.

FREELANCE WRITERS needed for fact-defensive magazines. Pays \$250-350 per article including photos. A steady market for those who deliver. For guide lines, sample issue, write Dominic A. Merle, Editor, Globe Publishing, 1350 Sherbrooke Street West, Suite 600, Montreal, Quebec H3G 2T4. Include SASE.

Free-lance Writers

Monthly news magazine that covers the woodworking industry is looking for free-lance reporters with experience in hard news, features and business profiles. Articles from Mid-Atlantic and Midwestern states - Ohio to Kansas - particularly needed. Must be able to submit 35mm photos. Send for guidelines and a sample issue: Lewis Lorini, Associate Editor, Woodshop News, 35 Pratt St., Essex, CT 06426.

PRODUCTION/TECH

Experienced pressman 5-10 years. Harris 845. Eight unit. Night shift. Benefits, ins. medical. Call Bill Cochrane, Gavelston Daily News, (409) 744-3611. Resume to PO 628, Gavelston, TX 77550.

Fast growing metropolitan newspaper seeks an individual with strong mechanical and electrical background in the newspaper industry. Knowledge of and experience with Harris 1472P inserters, Hall equipment and Dynarc Strappers very helpful. Must be able to work nights and weekends. Send resume to Review-Journal, PO Box 70, Las Vegas, NV 89125. Attn: Production Manager.

PRODUCTION SUPERINTENDENT

Need strong motivator, leader for press with Royal Zenith Scanner and Harris 845 offset pressroom, 30,000 AM daily in Zone 6, salary negotiable, based on experience. Excellent benefits. Send resume and salary needs to Box 4589, Editor & Publisher.

WEB Off Set Pressman for daily AM newspaper. Urbanite experience preferred. Please send resume to Ken Sheldon, Warren Times Observer, PO Box 188, Warren, PA 16365.

RESEARCH

The Mercury News, a Knight-Ridder newspaper, has an immediate opening for a research analyst in its marketing services department. Responsibilities include conducting and analyzing survey research for all departments of the company and analysis of secondary research. A bachelor's degree and a newspaper background are required along with 3-4 years experience in conducting survey research. Strong analytical and writing skills are necessary as is experience with SPSS and SPSS-X in mainframe and PC environments. A master's degree is desired. For confidential consideration please send your resume and salary history to:

George G. Owen
Marketing Services Department
San Jose Mercury News
750 Ridder Park Drive
San Jose, CA 95190

HELP WANTED**SALES**

DAUPHIN GRAPHICS the leader in remanufacturing goss single width presses is seeking a self motivated sales representative. Must possess a thorough understanding of the operations of Goss single width presses and components. Travel required. Excellent benefit package. Send cover letter along with resume and salary requirements to:

Dauphin Graphic Machines Inc.
PO Box 573
Elizabeth, PA 17023

Distributors Wanted -- Leading edge company with unique distribution plan has the right products at precisely the right time -- Top 1% income attainable -- (404) 925-9645 recorded message.

Don't be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid.

John Keats

POSITIONS WANTED**ADMINISTRATIVE**

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SHOP TALK AT THIRTY

The copy editor and Miss Protheroe

By B.G. Ellis

To those of us who never could follow the parsing diagrams the Misses Protheroe created in the nation's high school English classes and who learned grammar, spelling and mechanics by scathing appraisals about our university educations from bellowing slotmen, there is something disquieting about showing up for a parent-teacher conference with your teen-ager's Ms. Protheroe.

No matter that we may use more past-active verbs in an hour than she will throw on the board in a semester, or that we know how to use the correct punctuation in a gerundive challenge. Libel potential hidden in a routine cop story is something Miss Protheroe would miss. She would also have a difficult time processing the 'Pope-Elope' piece within a copydesk's 15-minute deadline—she would still be carefully penning a notation about a suspected shift of voice in the second paragraph.

In working on a doctorate these last four years, I was the target each time English professors disparaged the state to which journalism has reduced the language of Shakespeare, Milton, and Keats.

"Dropping capital letters to save pennies!" one sneered in my direction.

(Ellis is an assistant professor of journalism at Oregon State University. She estimates she has assessed more than 30,000 compositions from both English and journalism students.)

Now, James J. Kilpatrick is no grammar guru to English types, but his name was repeatedly invoked in several classes once instructors learned a "journalism type" was enrolled. It mattered not that my well-organized, well-researched, carefully written, incisive term papers came in weeks before deadline—as is customary with some of us journalism types.

A scholarly tome on Voltaire that had polish worthy of a *New York Times* Op-Ed piece—it eschewed the APA-styled paradigms and parameters—did earn an A along with the endnote:

Kansas City Star, John Steinbeck of the *San Francisco News*.

Globally, there are Anton Chekhov, master of the 800-word newspaper piece; Emil Zola of *L'Aurore*; Gotthold Lessing of the *Berlinische Privilegirte Zeitung*; and Winston Churchill cabling war stories to the *London Daily Graphic*. And if English faculty disdain stems from our inkstains, perhaps it is well to remember the accomplishments of John Gutenberg and William Caxton—Caxton certainly standardized spelling—who made such literature available to ordinary folk in the first place.

It is ironic that the English teacher who sniffs at the daily contribution of our newsrooms could turn, moments later, to try inculcating students with her passion for the bards of American letters who learned their art in the newsroom . . .

You are a most fluent writer, but at times one feels that the clever, witty writing is a bit of a smoke-screen [sic]; an attempt to convince through the sheer power of the rhetoric rather than through cool reason.

I reverted to paradigms, parameters and meta-modalities.

Our customary acquiescence before the Misses Protheroe must end, particularly now that there is unequivocal empirical evidence showing they desperately need us journalism types.

It took doing a dissertation on how the Misses/Ms./Messrs. Protheroe assess themes to make me see that journalists are not red-headed stepchildren, leading our robust and magnificent tongue straight to perdition.

What we do daily—particularly copy editors and editorial writers—might be of immense help to those who labor to teach composition to high school and college students.

It is ironic that the English teacher who sniffs at the daily contribution of our newsrooms could turn, moments later, to try inculcating students with her passion for the bards of American letters who learned their art in the newsroom: Edgar Allen Poe of the *New York Evening Mirror*, Mark Twain of the *Territorial Enterprise*, Stephen Crane of the *Pittsburgh Leader*, Ernest Hemingway of the

What we seem to do in journalism classes and newsrooms is to take the wretched refuse of a thousand high school and college English classes and, within a few weeks, have them demonstrating writing proficiency that must aggravate the Protheroes. Even non-journalism types can go forth and write a passable memo, letter, grant proposal or report.

Nearly 75 years ago, a University of Michigan professor described this familiar phenomenon: "His [sic] writing, if not graceful, will be clear, simple, and correct, and no one will have the slightest difficulty in understanding him." His explanation: "merciless and decisive" treatment by newsroom types, particularly copy editors. There is also pride in the outfit, knowledge that the tyro writer's stuff will be read by thousands.

Which brings us to the surprising discoveries about the Misses Protheroe of an entire state found in data analysis for that dissertation. Most Misses Protheroe hate teaching composition. For one thing, few have had any training in assessment, but many are not about to enter the bouge of journalism to take a copy-editing class where they might pick up direction, sharpen and quicken judgment, and translate it all to composition instruction. Although more than 90% of the
(Continued on page 41)

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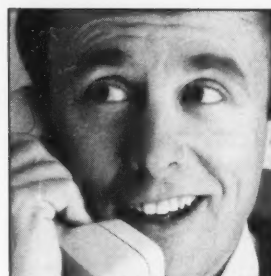
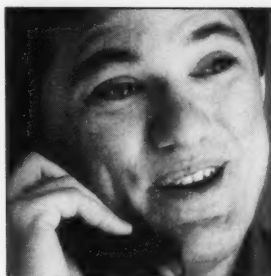
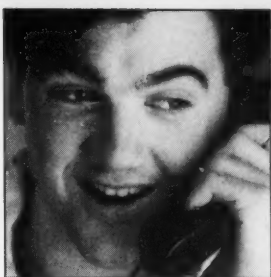
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